

## Community Built Float Wins Top In Its Class

In a beautiful and balmy day, with the temperature at 48 degrees, 62 floats started the long march of the 74th annual Rose Parade, disbanding some two hours later in all their glory.

Sierra Madre with its community made Tournament of Roses float "Rose Parade

of 1890" took top prize in its class. The memorable occasion being the first Rose Parade held in the year 1890.

Charles W. Jones, first mayor of Sierra Madre in 1907, proudly sat in the driver's seat of this beautiful float as the four queens, Marie Therese Daniels; Sue Murphy, Susie Rempel and Joan Cameron, waved enthusiastically to the millions viewing one of the most outstanding of all Rose Parades.

This closure prohibits entry into the hazardous brush area to all persons except property owners. This action was taken due to the lack of rainfall and the extremely high fire hazard existing in the area.

### Tuffy, Team On Search

Tuffy, the tracking bloodhound, was on the trail once again when members of the Sierra Madre Search and Rescue Team were called Sunday, Dec. 30 to assist in finding 4 year old Bruce Hiscott who was believed to have wandered from a house at 4745 La Crescenta Ave. where he was visiting with his father.

It is believed he left the place sometime before 11 a.m. and was not seen again until near 3:30 p.m. by a small girl in the area. The little girl described Bruce and Tuffy and the Team went to work. The big bloodhound picked up the boy's scent at the house where he had been visiting, tracked throughout the local residential area and always returned to the same house.

Around 11 p.m. word was received that Bruce's mother was believed to have picked him up in the late afternoon in the same area. Tuffy and the Team were searching. The search was then called off.

### Lee Shippey Writes On New Year

The new year finds our eldest son and family in Michigan, our second son and family in Chula Vista, our third son and family in Japan, our fourth son and family in northern California on the Titan missile project and our daughter and family in San Diego, my sister in La Mesa, Madeleine's sister in Kansas City and my brother's widow in Kansas.

But ours, thank Heaven, is such a closely-knit family that we have shared one another's holiday season to an exceptional extent, each of us so interested in what all the others are doing that we seem actually to have felt the presence and participated in the pleasures of even those who were far away, because of telephone visits with all we could afford to reach that way, but mainly because of letters.

And this convinces me that the best way to hold family ties and affections together is to write a lot of letters, and the best New Year resolution most of us could make is to make the writing of letters to those who are dear to us a regular, systematic, calendar-watching assignment. They need not be long letters. If you write them often you can say all that is new on a postcard. What the absent ones most wish to know is how you are feeling and getting along and what your major interests are. And if you don't write them often enough to keep them informed on those important matters, there is extreme danger that they will drift into the habit of not giving a damn how you feel or are getting along or what any of your hopes or fears are.

**Age 8-10 group**  
Brian Hayden, low net, 54; Larry Fritz, low gross, 76; Martin Honkey, 2nd low net, 61; Grey Kenaske, 2nd low gross, 84.

**Age 11-14 group**  
Alan Stapp, low net, 54; Bob Parker, low gross, 68; Bruce Hayden, 2nd low net, 56; Steve Borden, 2nd low gross, 69.

**Age 15-17 group**  
Terry Moore, low net, 55; Danny Pedrola, 2nd low net, 56; Ted Dembitz, low gross, 60; Terry Berardino, 2nd low gross, 68.

Pro Dick Rossman is working with the juniors and he encourages them to sign up in his Saturday morning class.

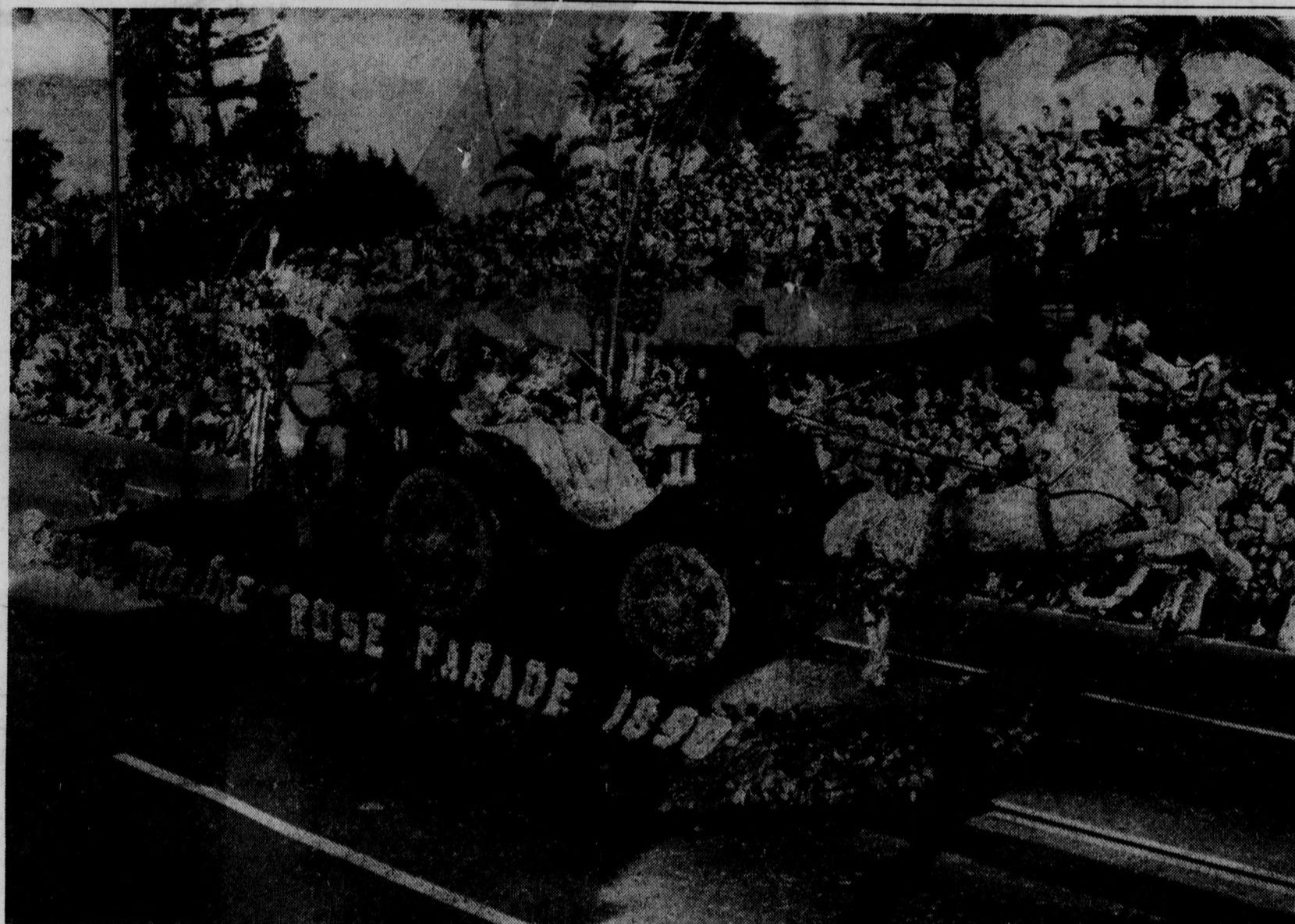
The men's club is looking forward to their first tournament of the year the week end of January 25. They have a lot of goodies lined up for the coming year.

Every thinker in America knows that the loosening of

Please turn to Page 7

During the past 46 years Sierra Madre has built many lovely Rose Floats, but few, if any have been more beautiful than this year's float, and few built exceed the spirit of concern and pleasure, to so many people who worked untiringly under the outstanding leadership of Manuel de la Torre.

Indeed, this has been a memorable occasion, one that will be of great inspirational value when the year 1964 appears on the horizon. To the Sierra Madre Rose Float Association we say "A job well done," all of us are indeed proud of your accomplishments.



SIERRA MADRE DOES IT AGAIN. Sierra Madre's community built float "Rose Parade 1890" won First Prize in Class A-18 for cities under 15,000 population. Last year they won this same award for their "Flower Vendors Around the World" in the Pasadena Rose Parade held New Year's Day.

### Labor Unions Show Gain

"Membership in California's labor unions rose to 1,752,400 in July, 1962, just under the all-time high of 1,755,700 recorded in 1960," Margaret R. O'Grady, Director of the Department of Industrial Relations, reported today.

Unions gained nearly 10,000 members in manufacturing industries between 1961 and 1962, according to mid-year counts by the Department's Division of Labor Statistics and Research. Sizable increases in metalworking industries, including aircraft and missile manufacturing, more than offset losses in cannery and some other soft goods industries. "The membership rise in aircraft was the first recorded since 1957," Mrs. O'Grady said.

### Tourney Results Of Arcadia Golf

The following are the results of the Holiday Junior Tournament, held Thursday, Dec. 27, at the Arcadia Golf Course, 620 E. Live Oak Ave.:

**Age 8-10 group**  
Brian Hayden, low net, 54; Larry Fritz, low gross, 76; Martin Honkey, 2nd low net, 61; Grey Kenaske, 2nd low gross, 84.

**Age 11-14 group**  
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# Sierra Madre News

Serving 26,987 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

\$4.00 YEARLY — 10c PER COPY ON NEWSSTANDS

SIERRA MADRE, CALIFORNIA — THURSDAY, JANUARY 3, 1963

12 PAGES — VOL. 56, No. 10

## Capital Improvement Committee Reports On Flood Control Work

Some Projects May Take Until 1965 Due To Flood Control Bond Election Failure

### Fire Closing Area Extended From Dec. 31 to Jan. 31

The City Council met in regular session Wednesday evening, December 26, with all Councilmen present except one and resolution 1952 for the amount of \$24,688.41 was approved and ordered paid.

A report from the Capital Improvements Committee on Storm Drain Construction was read and ordered put on file for future budgeting and as a guide for flood control work.

**THE REPORT**  
The City Council Capital Improvements Committee met on the problem of the construction of storm drain facilities throughout the city. It is the opinion of the Committee that the course of the city was fairly well determined when the \$100,000 bond issue was defeated. The City Council had indicated prior to the election that if the storm protection problems were to be solved, defeat of the bond issue would necessitate a three or four year program of direct property taxes for storm protection purposes. Such a 20-cent tax was levied this year. On the present assessed valuation this tax will raise approximately \$33,000 to \$35,000 each year.

The committee recommends that the City Council reaffirm its intention to build the Sunnyside storm drain to meet the storm drain construction to be done in the proposed Murphy tract in Pasadena. The minimum construction necessary will be at least \$65,000 to \$70,000. This will include the main line only—leaving the construction of additional catch basins, etc., for future years. If this tract construction does not proceed this year, the following program should be moved up one year and the Sunnyside construction done

whenever necessary to meet the tract construction. The City Council should reinstate the Mayor and City Administrator to meet with Pasadena, Los Angeles County Flood Control District and the subdivider to work out final details. The City Administrator is also authorized to secure engineering services for design of the storm drain.

The financing of this drain to be by storm protection funds as available, gas tax funds and sales tax funds.

The Capital Improvement Committee recommends that in 1963-64 the City Council budget for the construction of the Skyland Drive storm drain. This is one of the most vital needed projects and is estimated at \$45,000. This should again be financed by a 20-cent tax, plus sales tax funds (no gas tax funds are available in this area).

In 1963-64 the City Council should again use the 20-cent Storm Protection tax to raise money for the construction of a number of smaller projects, amongst which should be construction of the Sunnyside storm

	High	Low
Dec. 26	74	38
Dec. 27	68	39
Dec. 28	66	39
Dec. 29	76	46
Dec. 30	72	41
Dec. 31	69	42
Jan. 1	69	52
Season's total rainfall	39"	
Year ago to date	5.38"	

WEATHER

High Low

Dec. 26 ..... 74 38

Dec. 27 ..... 68 39

Dec. 28 ..... 66 39

Dec. 29 ..... 76 46

Dec. 30 ..... 72 41

Dec. 31 ..... 69 42

Jan. 1 ..... 69 52

Season's total rainfall ..... 39"

Year ago to date ..... 5.38"

### Wilshire Federal Savings Joins Monrovia C. of C.



WILSHIRE FEDERAL SAVINGS AND LOAN ASSOCIATION which opened a San Gabriel Valley regional office at Myrtle Avenue and Colorado in Monrovia on December 10, is now a member of the Monrovia Chamber of Commerce. Walter D. Smyth (seated) president of the Association is shown handing membership check to Arthur B. Curry, manager of the Monrovia Chamber of Commerce, while Paul Finkenbinder, (left) owner of Valley Hardware and sponsor of membership, and William F. Gibbs, manager of the new regional office look on approvingly.

drain catch basins, catch basins for Lima Street, Baldwin Avenue, and Carter between Baldwin and Elm, additional catch basins in the

Please turn to Page 5



On January 1, Social Security taxes will rise once more, both employee and employer will pay at the rate of three and five-eighths percent on earnings to \$4800.

CT

On January 7, the postal increase will become effective, first class postage will go to five cents, post cards to four, and air mail to eight.

CT

Rumblings have it that we will soon be faced with an additional one cent tax on gasoline, most probably in the early part of the year.

CT

The way things look to me, soon we will be in a position where increases are going to make it impossible for us to take the car and go down and apply for social security, and writing is going to be too big of an expense, even sending post cards, so guess we will leave it to welfare, they're doing a good job, they tell me.

CT

Who needs enemies, when he has conditions such as this to keep him on his toes throughout the years.

CT

This little bit of information reached me after the New Years, but it is a good line-of-type to remember in the days ahead . . . "He who has one for the road has a Highway Patrol as a chaser."

CT

New Year's Resolutions . . . I have actually set here at the typewriter for the past hour, trying and trying to think up good Resolutions for the year 1963, but with little if any success . . .

CT

I could make a resolution that I would clean up the dinner dishes before I watch television or do the family wash in the evening before I go to bed instead of trying to crowd it in ahead of going to work in the mornings . . . instead of doing the ironing and cleaning up the house on Sundays and disturbing the family, I could make arrangements to do these things while wife Peggy is at her weekly Tuesday bridge, or if pressed for time, fit it in either while she is at the Thursday sew and chat club or Fridays luncheon and the Country Club . . . I know that I just couldn't do it on Mondays or Wednesdays, for those are her days for relaxation and rest, and disturbing her would be nothing short of mayhem.

CT

Yes, I could resolve those things, but just as sure as the world something would come up that would throw me completely out of focus and I would be caught off base again and everyone would be unhappy. The best thing is just to keep on the undisturbed schedule that I have had . . . now what could a man resolve to do? Such a busy career, planned to precision, it is indeed hard to resolve anything for betterment. I guess the best thing is just to keep on living and letting the family enjoy you . . . they seemed to be happy last year, why get upset? ?

CT

Boy, do I have a set of

Please turn to Page 10

## SIERRA MADRE NEWS - "YOUR PROMOTIONAL MINDED NEWSPAPER"

# WANT ADS . . . MAY WE HELP YOU?

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch. Directory rate 90c and inch, monthly only. Deadline for Ads 2 p.m. Tuesday. EL 5-3324

2-SIERRA MADRE NEWS Thursday, Jan. 3, 1963

### FOR RENT

#### TO LEASE

Lovely 3-bdrm. and family room, furn. or unfurn. Hastings. 6 mos. lease. \$225

**ULTRA MODERN 4-bdrm.** (or 3 & den) furn. or unfurn. Highlands ..... \$250

Cozy 3-bdrm., 1½ baths. Near Sears ..... \$125

**YUNCK SY 58-058**

1-BEDRM. unfurn. garage apt. w/stove and refrig. \$35. EL 5-0125 D:1-3-17

1-BDRM. unfurn. rear cottage. 1 employed person. Painted, clean. 52 W. Laurel. D:1-3-17

GUEST house furn. w/bedding. Util. pd. Close in. 217 W. Highland. D:12-27-1-2

**BRAND NEW** 2300 sq. ft. warehouse available in Sierra Madre. Will rent whole or part. EL 5-8241 or EL 5-1192 D:11-22f

**PENTHOUSE ATMOSPHERE APARTMENT** — Magnificent view. Quiet. Privacy. Lovely lge. 2 bdrm. 2 ba. Adults. "It has everything." \$142.50. 451 N. Baldwin. D:12-13f

**\$110 — NO STAIRS** 2-BDRM. unfurn. apt. Ideal for elderly. **WISTARIA APARTMENTS** 420 W. Sierra Madre Blvd. SY 5-2739 — SY 6-2689 D:11-8f

**OFFICES OR SALES SPACE** Fully Air Conditioned Utilities paid — Janitor SIERRA MADRE'S NEWEST OFFICE BUILDING 49 S. Baldwin Inquire EL. 5-3456

**REAL ESTATE LOANS** 1ST & 2ND REAL ESTATE LOANS INSURANCE FUNDS @5% AVAILABLE Up to 25 yrs. to repay on first loans So. Calif. Trust Deeds HI 6-4423 MU 1-9058

### FOR RENT

#### FACTORY SECONDS — MISCELLANEOUS

NEWLY redecorated furn. house, 1-bdrm., den, fireplace, \$95. EL 5-2542 or EL 5-2948. D:1-3

**COMPLETELY** furn. redec. 1 bdrm. cottage in rustic court. Small fenced yard. \$76. 461 Sturtevant, No. 3, Sierra Madre. EL 5-0046. D:1-3tf

**Large Deluxe 2-BDRM. UNFURN. APT.** W/w carpets, drapes, air conditioned, built-in. Heated pool. Block to shopping. Older child O.K. 32 ESPERANZA EL 6-1120

SMALL APT. for employed or retired single person. EL 5-0260. D:12-27-10

CLOSE IN, furn. 1-bdrm. upstairs apt. \$75. EL 5-6350. D:10-25tf

**FURNISHED** 2 rooms and bath. Utilities paid. \$55. EL 5-3091 D:12-13tf

UNFURN. large 1-bdrm. and liv. rm. apt. Stove, refrig. Car space. 247 N. Mt. Trail. EL 5-9505. D:11-29f

**Gold Medallion Apartments** Children Welcome

2-bdrms. \$135

Blt.-in oven and range, nat. wood kitchens, air cond., w/w carpets and drapes. Contact Pangborn Realty EL 5-8429 344 W. Sierra Madre Blvd.

**MISCELLANEOUS**

**AUTO RADIO SERVICE** Problems are our specialty DUMAS & SON APPLIANCE SERVICE CENTER 12 N. BALDWIN AVE. EL 5-1596

### FOR SALE — MISCELLANEOUS

FACTORY SECONDS — Pickled melon rind, preserves, olives. Ward's Factory, 273 E. Highland. No deliveries. E4-6tf

**YEAR END CLEARANCE SALE** at BARGAIN COTTAGE for CYSTIC FIBROSIS SAT. — JAN 5 — 10-2 81½ W. Sierra Madre Blvd. Sierra Madre

**2 FOR 1 SALE**

Fresh stock daily of men's, women's, children's clothing and misc. Buy 1 item at reg. low price, 2nd item free. Good radios, TV, appliances, furn. at prices that will amaze you. Come in today and save \$\$\$\$. Open every night till 9 VETERANS THRIFT STORE 25 E. Colorado, Pasadena E:11-15tf

### FOR SALE — REAL ESTATE

**EXCELLENT N. SUNNYSIDE LOCATION**

Redecorated, 2-bdrms., fireplace, h/w carpeting, hardwood floors, air conditioned, glass enclosed den overlooking beautiful garden. View area. TV reception on No. 2, 4, 5, 7 & 9. Easy to care for lot 62x140. \$3,000 down.

\$23,750

Owner will pay sewer bonds.

**N'WEST SECTION** On Gatewood Terrace. Contemporary, like new, 3-bdrms., 2 baths, fam. rm. opening to beautiful secluded yard with lovely large trees. Heated and filtered pool. Natural wood kitchen with built ins. Newly redecorated. \$39,900

### MISCELLANEOUS

**AUTO RADIO SERVICE** Real Estate & Insurance Multiple Listings 81 W. Sierra Madre Bl.

EL. 5-7196

Open Saturdays and Sundays

### FOR SALE — MISCELLANEOUS

**USED LUMBER** Creosote treated PLANKS \$3 each

Structural grade, Oregon Pine, dry and straight Phone after 2 p.m. EL 5-0503

### ADDITIONAL CLASSIFIED ON PAGE SIX

### FOR SALE — REAL ESTATE

### FOR BETTER HOME BUYS SEE REALETERIA

#### 3 BEDROOM & DEN — 2 FIREPLACES

A fine home. 1½ baths — separate dining room — beautiful carpeting — big rooms and extra big main bath in tile with tub and stall shower. Kitchen has dining space, electric range and disposal. Unit heat — covered patio — double garage. 100 ft. lot beautifully landscaped — lots of privacy. Fine home area. Owner moved. Vacant. Quick possession. Price reduced to \$27,950. Only \$2,800 down.

#### 4 BEDROOM GEM OF HOLDMAN AREA

This beautiful home has everything — kitchen built-ins, lovely fireplace — 1½ baths — carpeting — dining area in kitchen plus regular dining — F.A. heat — double garage. Owner moved — must sell. Exclusive home area. All this home for only \$30,950.

#### LOVELY 3 BEDROOM WITH ANTHONY POOL

Separate dining room — fireplace — carpeting and drapes. Dishwasher. Wide lot. The most house with pool included in this area. Near all schools. Owner transferred. Must sell. Price reduced to \$24,000.

#### LIKE NEW — 3 BDRM. & DEN — 2½ BATHS

This fine 2 story home has been made new throughout. 2 fireplaces — separate dining room — lovely carpeting. You'll love every room in this spacious home. Patio — wide lot — double garage. Vacant. Only \$27,500.

#### 5 BEDROOM — 2½ BATHS — BIG FAMILY ROOM

Fireplace — carpeting — separate dining room. Lovely patio. Extra large double garage. The extra large paneled family rumpus room has wet bar and barbecue. For a big family this home is really a find. Only \$36,500.

#### JOHN H. CURTIS, Realtor

#### Sierra Madre Realeteria

304 West Sierra Madre Blvd.

EL 5-3433

Evenings EL 5-0996

### WANTED TO RENT

SMALL place to be used for non commercial shop work. EL 5-0971 L:1-3-1-17

### TRUST DEEDS

PRIVATE funds for R.E. financing. 1st or 2nd T.D.s. L. V. Lindsey, 1045 W. Huntington Dr. Arc. HI 6-5229 MU 1-0661 T:8-9tf

SECURED 2nd trust deeds purchased at small discounts. The Foothill Credit Co., Sierra Madre. EL 5-0046 T:12-1-17

### FOR SALE — REAL ESTATE

### FOR SALE — REAL ESTATE

### MISCELLANEOUS

PERMANENTS \$8.50 up Shampoo and wave \$2.50 Open Mon. thru Sat. WISTARIA BEAUTY SHOP 55 N. Baldwin EL 5-9526

### FOR SALE — REAL ESTATE

#### 1st OFFERING!

A bachelor's paradise away from the big city. 2 bdrms., 1 w/dressing rm. & priv. patio. 2 Bas. Ige. liv. rm. w/mtn. view. Tropical shaded garden \$27,000.

#### Clara Clark Realtor

SY 6-0151 SY 3-8859 res.

### 13 YRS. YOUNG

Cozy 3-bdrm. 1½ bath, raised hearth, carpeting, 37x17 pool. Asking \$24,500. Owner leaving area, make offer.

#### BRAND NEW!

Beautifully built. Unique, spacious 3 bdrm., 2 bath, fam. rm. Magnificent view. Try \$39,000.

Call Dorothy Lalone EL 5-9829 24 hrs.

Dalley Realty

#### SET IN THE FOOTHILLS

but not in the canyons, is this charming 9 year old, 2 bdrm. stucco, set on a beautiful secluded site, minutes from town.

\$17,500.

#### PENTHOUSE

Unique split-level 2 BR as modern as a deluxe apartment as different as fingerprint! Extraordinary view from decking on three sides, ample parking. Submit terms.

\$16,950.

#### 4-Bdrms.—3½ Bas.

2-story Mediterranean with red tile roof in Sierra Madre's finest location. Full size family dining room, large den and exquisite living rm. w/fireplace. This is the last of its kind, maybe you'd like to see it!

\$43,000

#### 3 BR. PLUS DEN

On beautiful corner lot in choice SM area this spacious stucco home will be wonderful for your growing family. Big farm-style kitchen. Bath and ¾. Top condition. Submit terms.

\$22,950.

#### FLAMINGO PROPERTIES

Realtor — Multiple Listings EL. 5-8045

496 W. Sierra Madre Blvd. Sierra Madre

11 W. Huntington Dr. Arcadia

24-Hour Number — HI. 6-4605

#### PANGBORN PRESENTS

#### NEW YEAR'S SPECIAL

\$11,950 — \$1,000 Down

Attractive little frame home features paneled liv. rm. w/fireplace, 2 nice bdrms., natural wood kitchen and bath. Brick patio, small easy to care for lot.

#### EAGLE'S NEST

Two level hillside home features beamed ceiling living rm., 13x23, w/fireplace. Italian tile floor, 1-bdrm., extra large sleeping porch. Superb view of valley lights. Double garage, 2 patios, fine landscaping, excellent terms.

#### One of a kind at \$16,950

#### ENGLISH NORMANDY PROFESSIONAL ZONE

Lot 225 ft. deep will take income units. Ideal setup for doctor's home and office plus income. 2-bdrms., extra large liv. rm. w/fireplace, fam. dining room, tile kitchen with breakfast room. Perfect condition. Beautiful plants and shrubs.

\$33,000

#### NEW HOME AREA

#### 3 BEDRMS. AND FAMILY RM.

Ranch contemporary, spacious liv. rm. and din. rm., natural wood kitchen, blt-in oven, range, dishwasher, family rm. paneled in maple, w/w carpets and drapes. Special wall coverings. Interior by professional decorator. Spacious patio lanai. 22x40. Anthony swimming pool. Glorious mt. and valley views. \$5,000 down . . .

\$39,500

#### FOUR BEDROOMS PRESTIGE AREA

Shake room ranch home, spacious liv. rm. w/fireplace, natural wood with blt-in oven and range 1½ baths, on ¼ acre site. 18x44 swimming pool. Gorgeous mt. view yet completely secluded from the street. \$5,000 down . . .

\$39,000

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HILLCREST 7-4553  
Merry Sherwood  
Owner



## Letters to the Editor . . .

To my dear editor this night I say this—(smallest words of Voltaire)  
I may not believe in what the man says, but I will do what he says.

Dear Editor:

With the advent of another Holiday Season, I would like to take this opportunity of extending through the medium of our weekly newsletter, my genuine best wishes for a joyous and prosperous New Year.

The recipients of our weekly newsletter have rendered a substantial contribution toward the orderly dissemination of news and happenings of importance to the constituency of my First Supervisorial District which I have the good fortune to represent on the Board of Supervisors.

The competent and capable manner with which the news from our office has been handled by fair and adequate reporting is greatly appreciated by me and by my staff. We extend our thanks and trust that this excellent relationship will continue in the public's best interest.

Happy New Year is our fervent wish from all of us to all of you.

—FRANK G. BONELLI  
County Supervisor

## Are Your Youngsters Well-Shod?

Get Their NEW SHOES From RALPH'S  
Or Have Their OLD ONES REPAIRED

RALPH FITS YOUR FEET — NOT YOUR IMAGINATION!

EXPERT WORKMANSHIP — S&amp;H GREEN STAMPS ON SALES OR REPAIR WORK

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**VON'S**  
and  
**Shopping Bag**

From the Kitchen of VIRGINIA O'NEAL  
VON'S HOME ECONOMIST

Weather's Just Right for a Delicious

**BEEF POT ROAST**

All the Homepun Flavors  
Mingle in this Meal Folks Will Revel About!  
Select a good sized roast—3 to 5 pounds or more. Roll meat in seasoned flour and brown slowly, on all sides, in a little fat in a Dutch oven or a heavy skillet. Sprinkle generously with chopped onion, salt and pepper and discreetly with herbs if desired. For cooking liquid use ½ cup red wine or ¼ cup white vinegar and ¼ cup water. Cover the kettle and cook very slowly about 45 minutes per pound or until the meat is tender. About 45 minutes before serving add a few medium sized potatoes, carrots, and celery cut in 2 inch lengths. Thicken juice for gravy, just before serving.

FRESH FRUITS &amp; VEGETABLES

**Chuck Steaks  
Pork Spareribs  
Sausage Rolls**

PLATE BOILING BEEF.....27¢

SHORT RIBS OF BEEF.....43¢

PREPARED EVERY HOUR AT VON'S & SHOPPING BAG  
GROUND CHUCK  
GROUND ROUND  
69¢  
59¢39¢  
lb.In The Frozen Food Cases  
Rupert Fried HALIBUT  
9oz. 79¢  
14oz. 65¢  
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Kold-Kist  
BEEF STEAKS  
2-oz. Pkg. 10¢ \$1Save 8¢  
17¢  
TOMATO SOUP  
10-oz. Can 10¢HEINZ KETCHUP  
REGULAR...14 Oz. Blt.  
OR HOT...12 Oz. Blt.  
10-oz. CAN  
75¢  
\$1CAMPBELL'S SOUPS  
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Now Softer Than Ever  
THE BIG ROLL!  
Stock Up at This Price!  
10¢Saltine Crackers  
Nabisco Premium  
SALTED OR UNSALTED  
1 LB. BOX  
25¢  
29¢Mayonnaise  
C-H-B, 24-OZ. JAR  
SAVE 10¢  
29¢Juice Drink  
DELMONTE PINEAPPLE-GRAPEFRUIT  
46-OZ. CAN  
4 FOR \$1.00Baby Foods  
BEECHNUT STRAINED  
4/4 OZ. JARS  
12 FOR \$1.00LIQUID Metrecal  
DIETARY FOR WEIGHT CONTROL  
6 Pak-8 Oz. Cans  
\$1.49Liquor Features  
Mountain Ridge  
STRAIGHT BOURBON  
86 PROOF  
Save 40¢  
\$3.59  
FIFTHSpirit of Kentucky  
KENTUCKY BOURBON  
STRAIGHT, 86 PROOF  
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\$3.99  
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LARGE POLY BAGS  
Corn...Frozen, 24-oz. Bag  
Cut Green Beans, French Fry or Crinkle  
Cut Potatoes...Frozen, 20-oz. Bag.  
Mix 'em or Match 'em! 4 FOR \$1.00Rosarita  
FROZEN MEXICAN FOODS  
BEEF TACOS  
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MEXICAN DINNER  
13½ Oz.  
12½ Oz.  
14 Oz.  
16 Oz.  
39¢  
39¢  
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PRICES EFFECTIVE  
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and  
**Shopping Bag**

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Dreft Detergent  
Lava Hand Soap  
Oxydol DetergentFOR AUTOMATIC DISHWASHERS, LGE. LGE. FRC.  
FOR DISHES, WOOLENS,  
LINGERIE, LGE. PKG.  
REG. BARS 2 FOR  
WASH. BLEACH GIANT SIZE 83¢LINDSAY Olives  
MEDIUM, RIPE, PITTED, NO. 1 CAN 37¢LIQUID BLEACH Purex  
1/2 GAL. PLASTIC 43¢Award Margarine  
Premium Quality Spread  
It's Refrigerated  
1-LB. CTN. 39¢Camay Complexion Soap  
SMALL BARS 29¢  
LARGE BARS 2 BARS 29¢Camay Toilet Soap  
FOR AUTOMATIC DISHWASHERS, 20 OZ. 45¢Cascade Detergent  
LGE. PKG. 33¢

Blue Cheer Detergent

LGE. PKG.

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JAN 1963

### The Treasure

eye on the float while it was being built and escorted the float to the assembly area in Pasadena . . . the Sierra Madre Fire Department for use of fire prevention equipment . . . the Sierra Madre City Council for approval and support . . . the four beautiful Queens, Marie Therese Daniels, Sue Murphy, Susie Rempe and Joan Cameron, who rode the float . . . and to Charles W. Jones our First Mayor, who held the reins of those high spirited horses on the float . . . to Boy Scout Troop No. 372, St. Rita's Church, Bill Newberry, Scoutmaster, Michael Tyler, Asst. Scoutmaster, Charles Kissenger, John Gendron, Randy Dreen, Tim Tyler, Steve Mays, Dan Tyler, Richard Mays, John Duffy, Robert Gendron, Mike Passage, John Mays, Mark Sullivan, Ray Rubio, Bob Wendenfield, Jerry Spurbeck, Bob Cosso, John Schweiner, Les Wynne, Steve Kronka, Rick Jordan, Perry Mulleavy and Tim Tattersall, all scouts, who stood guard all night Saturday and Sunday to see that no harm came to the float.

Also to the Fashionette for the beautiful hair stylings of our four queens . . . to the Norsmen-Car Club of Sierra Madre, Bill Bennet, Tony Bulver and Joe Yockum, who helped with the new automotive problems that developed . . . to Horst Lechter and Werner Lagenbach, two young Germans serving in the U.S. Armed Forces in Germany, who last year helped, and this year sent their best wishes, and spiritual support . . . to the Sierra Madre Woman's Club, PTA Board Members, American Legion Auxiliary, Sierra Madre Community Nursery, V.F.W. Women's Auxiliary, Sierra Madre Hospital Auxiliary, Sierra Madre Baseball Auxiliary, Lady Lions, and Mr. and Mrs. James Abernethy who donated coffee, chocolate, and donuts for the flower decorators and staff during those long last two days of work . . . to Joe Hinojos, Commercial Photographer for photography and professional services.

And lastly sincere and warm sentiments are sent to the Sierra Madre News and staff who did a most magnificent job of keeping Sierra Madre abreast of the news and needs of the Association . . . to the many loyal and dedicated merchants, business and professional men who donated in true spirit, though demands were heavy this year by other organizations, yet they came through and helped . . . to each Sierra Madrean who gave donations, approval, and support, and to these recent donors: American Legion Auxiliary, Art's Pet Shop, Clardon's Delicatessen, Cunningham Stationery, Gem Plumbing, Don Jackson's Store for Men, the Keepsake, Pantorium Drive-In Cleaners, Perry's Stationery, Pink Cottage Beauty Salon, Robert's Market, VFW Auxiliary, Wistaria Bakery, Dr. Earle Manning, James McCoy, Sierra Madre Bootery, City Refuse Service of Sierra Madre and the anonymous donors. 'Tis human to err, hence we hope you will forgive us, and understand if we erroneously failed to mention, or acknowledge your contribution for this was done in haste.

This has been a thrilling and wonderful experience to all of us, and we would again like to thank you for your help . . . it was fun. We shall all look forward to next year's float, and trust you, too, will share in the Treasury of Sierra Madre.



**SANDY SAVER SAYS:**  
Save as you Spend with  
**GOLD BOND STAMPS!**

**\$3.00**

IN MERCHANDISE  
FOR EACH FULL BOOK  
OF STAMPS

The Merchants Listed  
Below Give and Redeem  
Gold Bond Stamps . . .

Hartman Pharmacy

29 N. BALDWIN AVE. EL 5-3311

Don Jackson Store for Men  
18 W. SIERRA MADRE BLVD. EL 5-1236

Sierra Madre Hardware Co.  
25 W. SIERRA MADRE BLVD. EL 5-2331

### Improvements

business district and other similar projects, the need for which may develop during this period of time.

RALPH RULE  
FRANK PARKS  
Members of the Capital Improvements Committee.

The Council empowered the Mayor and City Administrator to negotiate with Pasadena, Los Angeles County Flood Control District and the subdividers and report on any activity.

Later on, reduction on charges for removal of weeds was denied by the City Council on the grounds that the work report was accurate and the work completed.

Authorization was given for the resurfacing of Auburn Avenue and repairs to the curbs at a bid price of \$2,198.50.

Rezoning Ordinance 690 and Ordinance 691 relative to the Fire Commission were given their second reading, adopted and ordered published. First readings of Ordinance 692 relative to R-3 driveways, and Ordinance 693 relative to R-H plantings were made and held for second reading on January 8.

Since Sierra Engineering had received their variance for a new wall, and since movement of the lights will become effective upon completion of same, the report was held over until January 8 meeting for discussion.

Discussion was entered into as to the position of Sierra Madre in receiving water from this district, with a full report given to the people as they transpire in the future.

Due to several personnel problems, the meeting was adjourned to Thursday, January 3, at the hour of 8 p.m. for a personnel session.

### Credit Goes To Consumer

The California Public Utilities Commission today announced that it has taken action which ultimately will require all utilities and transportation companies under its jurisdiction to pass on to ratepayers any savings in income tax resulting from the investment tax credits provided for in the Internal Revenue Act of 1962.

George G. Grover, Commission president, said the principle is the same as that applied with regard to accelerated depreciation. It establishes accounting procedures designed to assure that any reduction in taxes will flow through to the benefit of utility customers.

No calculation can be made of the effect of the investment tax credits at this time, Grover said, but several million dollars ultimately may be involved. The amounts accruing to regulated companies may prevent rate increases in future by providing additional earnings, but whether it might result in any rate decreases cannot immediately be determined, Grover said.

The Internal Revenue Act of 1962 provides a 3 per cent tax credit for utilities and a 7 per cent tax credit for other companies, including transportation companies, on property put into service after January 1, 1962, "excluding buildings and their structural components." The tax credit can be taken only on equipment and other property with a life of four years or more.

### New Year's Eve Is 18th Wedding Anniversary

John H. Curtis, president of the Sierra Madre Chamber of Commerce, and his wife, Janet, who locally operate the Sierra Madre Real estate, celebrated their 18th wedding anniversary on Monday, New Year's eve.

When asked why they chose New Year's eve for their wedding, John replied: "Why not? With all the hoofs tooting and hilarious celebrating going on around the world, how could I possibly forget the day?"

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### Harvey Herring Passes Anniversary

Harvey G. Herring, age 86, of 81 Vista Circle Dr. and a resident of Sierra Madre for 30 years, passed away suddenly at his home Wednesday, Dec. 26.

He was originally from Bushnell, Illinois, and was a real estate broker until his retirement some years ago. He is survived by his brother, Oscar L. Herring also of this city.

Services were held at Ripple Mortuary, Friday, Dec. 28 at 11 a.m. with Mrs. Tessie Knowles officiating. Entombment was private at Mt. View Mausoleum in Altadena.

### PCC Extended Day Spring Schedule

#### Former Resident Passes Away

Pasadena City College Extended Day announces that the spring brochures are now available for the spring semester which starts January 28, 1963.

The brochure lists all credit and non-credit adult classes. The areas where classes are held include Pasadena City College, Pasadena High School, Temple City High School, Pasadena High School, Fremont Campus, Muir High School, La Canada Junior High School and 16 other off-campus sites.

Extended Day classes for the present fall semester will re-convene Thursday, January 3, 1963.

Services were held at Pierce Brothers Mortuary in Los Angeles December 28. Last rites were at Mountain View Cemetery, Altadena.

### Elementary School 35c Tray Lunch

#### Jan. 7-11, 1963

Monday — Spaghetti, cole slaw, French bread and butter fruit cup.

Tuesday — Hamburger, corn, tossed green salad, jellied fruit.

Wednesday — Turkey, whipped potatoes, celery sticks, roll and butter, peach cup.

Thursday — Meat loaf, green beans, carrot sticks, apple crisp, peanut butter sandwich.

Friday — Oven fried fish, peas, hash brown potatoes, apple or orange wedges, hot roll.

### Free Estimate Connect Sewer House Connection to Property Line

Labor and Material

For Complete Prices Call

SIERRA MADRE PLUMBING CO.

15 Kersting Court

355-7272

Prices Effective -----  
Wed. -- Sat. . . . Jan. 2 -- 5

### U.S.D.A. Choice LAMB RACKS

79¢  
lb.

Roast - Broil  
BBQ

FRESH LEAN GROUND CHUCK . 59¢  
lb.

BONELESS RUMP ROAST . . . 99¢  
lb.

### Franco - American SPAGHETTI

2 for 25¢

### Armours CHILI WITH BEANS

15/2-oz.  
can  
29¢

ASSORTED COLORS  
ZEE NAPKINS 3 FOR 33¢

80-CT. PKG.  
Net

79¢

6-oz. Economy Size

79¢

Net

79¢

**CLASSIFIED****WORK WANTED**

RELIABLE woman will baby sit days or evenings.  
355-7311 A:9-10tf

RELIABLE LADY to baby sit day or eve. Own trans.  
Call EL 5-6900. A:10-26tf

EXPERIENCED mature baby sitter. Day, eve., wknds.  
Own trans. EL 5-3000

WILL do ironing in my home. \$1.25 hr. Frances Bates. EL 5-6715 before 8 p.m. A:12-27

CHILD DAY CARE  
LICENSED HOME  
EL. 5-9658. Also Part Time.

CARPENTER, CABINET,  
AND REMODELING  
WORK. 355-7311  
A:9 20tf

GARDEN SERVICE. Yard clean up. Trees, shrubs removed. Lite hauling. SY 7-8880. A:6-7tf

ROOFER — 20 Yrs. Experience. Free estimates.  
EL 5-7095 A:11-22tf

CARE of mother and baby. Practical nursing. Reasonable amount of homework.  
EL 5-3260. A:11-30tf

IRONING done in my home. Reasonable. 111 N. Sunnyside. EL 5-3779 A:11-1tf

XLNT ironing in my home. \$1 hr. 329 W. Montecito. EL 5-0775. Lois Wallace. A:10-18tf

IRONING in my home. General housework, baby sitting. EL 5-9593 A:11-22tf

WALLS AND WINDOWS  
WASHED  
FLOORS WAXED  
HERMAN DAVIS  
EL 8-7762

HELP WANTED

LOVELY room with bath and outside entrance for elderly lady in exchange for a few kitchen chores.  
EL 5-1192 B:12-13tf

WOMAN w/adding machine to do part-time work at home. Call after 6 p.m.  
EL 5-3358 B:1-3

**DRESSMAKING**

EXPERT in fittings and alterations. Also new garments made. EL 6-1874

**SERVICE**

SIERRA MADRE TRANSFER Local and long distance moving. EL 5-3374

**PETS FOR SALE**

POODLE puppies, silver miniature. AKC reg. Male and female. EL 5-6410 O:1-3-1-10

**MISCELLANEOUS**

EXP. D.J. will spin records for dancing at your party... Lin Key AT 6-2629

**BILL DING Say**

STARTS JAN. 7

PLASTIC  
ROOF CEMENT

Reg. \$1.57

Special  
\$1.25 Gal.

Open All Day Saturday

**Cut To Consumer About \$1.10****Gas Company To Apply For Rate Reduction For February**

Authority to reduce natural gas rates \$8½ million on an annual basis will be sought immediately after the first of the year, the Southern Counties and Southern California Gas Companies announced today.

The reduction would mean a cut in the annual gas bill for the average residential customer of about \$1.10, said R. E. Harbicht, local manager of Southern Counties Gas Co.

This action, he said, is the result of a long and diligent fight by the California Public Utilities Commission, together with the southern California gas companies and other utilities and public agencies throughout the state.

Harbicht said the two companies planned to make the formal filing on Thursday or Friday, January 3 or 4, asking the California Public Utilities Commission for authorization to lower their rates. The PUC must approve any reduction plan before it is put into effect.

The companies will ask that the new lower rates become effective 30 days after

the filing or at such earlier time as the commission designates.

Harbicht said: "This reduction is particularly good news for us here at the local gas companies because we have made every effort to hold gas prices down in the face of post-war inflation and increased demand for additional supplies of gas."

"Since 1940 the cost of living index has risen 114 percent, while the cost of natural gas to customers has risen about 70 percent. We feel gas prices have now leveled out and should remain stable for a number of years."

"It should also be pointed out that according to the PUC annual report, the Los Angeles area stands 5th lowest among the 25 largest cities in the nation in natural gas rates."

Land area of Los Angeles amounts to more than 4,000 square miles. Los Angeles County employees serve the entire county's population of more than 6,332,000 persons.

**Welcome Savers! Special Hours!****OPEN SATURDAY  
JANUARY 5TH**

9:00 A.M. to 1:00 P.M.

- Savings received or postmarked thru the 10th earn from the 1st.
- Regular Hours: Monday thru Thursday, 9-4; Friday, 9-6

**ATLAS FEDERAL SAVINGS AND LOAN**

722 East Colorado Boulevard • Pasadena, California SY 5-9531 • HI 6-5239

Across from J. W. Robinson's

Save-by-mail postage-free

Accounts insured to \$10,000

Ample free adjacent parking

**'YOUR CITY AND MINE'****To Host 18th District Jan. 10**

Sierra Madre Unit, American Legion Auxiliary will be hostesses to the officers of the 18th District on Thursday evening, Jan. 10, at 8 o'clock at the home of Mrs. Walter Nollac, 507 E. Grand View Ave.

Twenty unit members and their friends enjoyed the Legion Auxiliary's annual Christmas party, a luncheon on Dec. 29 at a restaurant in Pasadena. There was the

usual exchange of gifts and a pleasant afternoon enjoyed by the guests. Out of town members who attended were: Mrs. Ora Olsen of Westchester, Mrs. Vivian Johnson of Santa Monica, and Mrs. Frances Brain, of Arcadia.

Use the Classified Ads and turn Your Used Merchandise Into Cash

- EARLY AMERICAN and
- CONTEMPORARY FURNISHINGS

**Mc Ribben**

**FURNITURE**

47 W. SIERRA MADRE BLVD.

SIERRA MADRE  
EL 5-0463  
Open 9:5:30  
Friday 'Til 9

We were so impressed with this letter that we have taken the liberty to share it with all our friends and customers.

A. J. and C. A. Ower



Dear A. J. and C. A. Ower:

This may come as a strange Christmas greeting to a local merchant whom we know but you probably do not know us. It was our desire this Christmas to single out several local merchants and tell them that we of Sierra Madre sincerely enjoy their places of business and the imprint made on our City.

The Owners were and still are an energetic crew, taking on any and all projects. It is a credit to the City to have ambitious merchants, who are always seeking ways to improve their business. You have expanded repeatedly, priced your merchandise to meet competition and maintained a well-stocked inventory. We like your place and shall continue to give you our support.

More power to your and your staff . . . and may you enjoy the best of the Christmas Season.

Sincerely,

(signed) Billie and Mel Stine

**Why Is It . . .**

A man wakes up in the morning after sleeping under an "advertised" blanket in an "advertised" bed on an "advertised" mattress between two "advertised" sheets. Pulls off his "advertised" pajamas takes a bath in his "advertised" tub washes with an "advertised" soap shaves with an "advertised" razor uses "advertised" razor blades applies "advertised" shaving lotion brushes his hair with an "advertised" brush puts on "advertised" clothes sits down to a breakfast of "advertised" coffee using "advertised" sugar and cream eats "advertised" ham and eggs brushes his teeth with "advertised" toothpaste puts on an "advertised" hat starts his car with an "advertised" battery rides to work in an "advertised" car on "advertised" tires sits down at his "advertised" desk in an "advertised" chair talks over an "advertised" telephone writes with an "advertised" pen then he refuses to "advertise" says "advertising" doesn't pay but when his business fails, he finally "advertises:" BUSINESS FOR SALE.

**WATCH FOR OUR . . .****GIGANTIC****JANUARY furniture CLEARANCE**  
HUNDREDS OF ITEMS NOW AT SENSATIONAL SAVINGS!**THIS SENSATIONAL SALE STARTS  
JANUARY 10, 1963**

Don't spend a cent until you see these low, low prices in the next issue of this newspaper . . . Be prepared to save a bundle at -- - - -



**Brown's**  
**Furniture**

EL-6-1371

303 W. SIERRA MADRE BLVD.  
SIERRA MADRE, CALIFORNIA

**License Plates At Altadena**

As announced today by J. E. Webster, president of Altadena Federal Savings, the Department of Motor Vehicles of the State of California has asked the Association to alert the public to the fact that new (1963) license plates will be issued to all motor vehicle owners this year. The new plates, which consist of yellow letters and numerals on a black background, will be valid, it is anticipated, for at least ten years. Annual stickers will again be issued beginning with 1964.

**BYRON HOPPER**  
presents . . .



OHLSEN \$225.00  
Also to \$1650  
Wedding Ring 75.00

**Keepsake**  
DIAMOND RINGS  
The center diamond of  
EVERY Keepsake  
Engagement Ring is  
guaranteed PERFECT,  
or replacement assured.

Rings enlarged to show detail. Prices include Federal Tax.

**BYRON HOPPER**  
Jeweler

90 W. SIERRA  
MADRE BLVD.  
Sierra Madre

**WELCOME SAVERS!**

48%  
BEGINNING JAN. 1, 1963 PER ANNUM PLANNED RATE

This dependable Pasadena association cordially invites you to open an insured savings account today • Save-by-Mail postage-free • Savings Insured to \$10,000 • Legal Investment for Pension Plans, Corporate and Trust Funds

FOR YOUR CONVENIENCE OPEN SAT., JAN. 5th. — 9 A.M. to 1 P.M.

SAVINGS RECEIVED OR POSTMARKED THRU THE 10th EARN FROM THE 1st.

**ATLAS FEDERAL**  
SAVINGS AND LOAN

722 East Colorado Boulevard • Pasadena, California  
SV 5-9531 • HI 6-5239

Across from J. W. Robinson's  
Save-by-mail postage-free  
Accounts insured to \$10,000  
Ample free adjacent parking



Coiffures  
for this year's  
Sierra Madre  
Rose Bowl Queens  
created by...  
Fashionette  
Salon



48 W. Sierra Madre Blvd.  
in Sierra Madre  
EL 6-1306 For Appt.

**More About Shippey**

family ties and affections is one of our gravest dangers. Family pride and family love give one standards to live up to. One wants to be a credit to the family, and that wish may make him develop the best that is in him. On the other hand, the lack of it may encourage the worst side of one's nature. We all want to be cared for, and the thought that "nobody cares a damn about me" has driven innumerable persons to anti-social or even criminal acts. Thus the letter writer who keeps reminding us that we are cared for may be doing us more good than the man who tries to amass wealth for us to get into bad habits with. Think awhile and see if you don't know someone who has gone the wrong way because "nobody cared."

Because of the variety of vehicles affected, the announcement continued, and the resultant clerical work, only licenses for passenger cars will be issued this year at the Association's main office at 2246 N. Lake Ave., Altadena. Owners of other vehicles, such as auto-campers, trailers, motorcycles, and similar transportation, should go directly to the nearest Department of Motor Vehicles office, or mail the necessary owner's certificate and money order or check to the Department of Motor Vehicles, P.O. Box 1765, Sacramento, California.

In conclusion, the announcement emphasized that the deadline for new license plates is February 4, 1963. Applications after that date are subject to delinquency charges.

It was a pleasure to read in The News that Jim Dewey has been promoted to assistant branch chief of the F.A.A. regional office at Inglewood. I can remember when Jim was little Jimmie, building model airplanes like other kids his age but doing it so much better that all the other kids paid him the silent tribute of respectful admiration. Jim never assumed any airs of superiority, he just did things better in a quiet, unassuming way, and never had to toot his own horn. Even when World War II came on and Jim won the D.S.C. and a couple of other medals for flying the "Hump"—meaning the highest mountains in the world—no great fuss was made about it. All his career, Jim has been a good deal like a \$10 goldpiece in a handful of pennies, not bigger than the others and less shiny than some, but all solid value with just enough alloy to hold the component parts together.

The Deweys have long reflected modest yet gleaming credit on Sierra Madre, Alfred, as an artist of distinction and for years the designer of our Rose Parade floats, Sally in the home talent plays which used to delight us, a daughter so

**Wedding Plans of Judith Nunnaly And Keith Latham Told At Party**

At a holiday supper Saturday evening, Dec. 29, the forthcoming marriage of Judith Ann Nunnaly to Keith Hesler Latham was announced.

The bride-to-be is the daughter of Mr. and Mrs. John C. Nunnaly of Rosemead. Sae is a graduate of Rosemead High School. Her fiancee was graduated from Citrus Junior College and is associated with the Southern Counties Gas Co.

The party was held in the garden of the future bride-groom's parents, Mr. and Mrs. Gordon Baker Lloyd, 268 E. Sierra Madre Blvd. The garden was gayly decorated in the holiday motif.

An evening dinner was served in the Western section of the Lloyd's garden around a large campfire.

Mrs. Lloyd, known lovingly to all as Sassy, served her famous western style Mexican bean pot, baked ham, a tossed green salad, hot rolls and a platter of appetizers.

The dessert was a beautiful showpiece of a huge bowl of orange sherbet over a block of ice, then covered with chilled crushed pineapple, fresh sliced oranges, mandarin oranges and bananas, and then pink champagne was poured over the fruit bowl creating a sparkling jeweled effect reflected from the firelight.

Guests enjoying the delightful announcement party were members of the immediate family and the wedding party. The wedding is planned for January 26 at the Chapel of the Roses in Pasadena.

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**Ramona Avenue Residents Create Festive Christmas Decorations**

The home owners in the 200 block on Ramona Avenue did themselves proud with their Christmas decorations. Mr. Eaton at the "House in the Orange Grove" outlined huge circles on the front porch with lights. The Jim McCloys, Klines and Lusmans outlined their houses with lights. The Coluccis covered their front door so it looked like a huge red glittering package. Bright medallions were hung on either side. The Birches decorated their lamp post. The McCormacks had lights around the doorway and strung through the porch railing.

The Clint Symonds, after picking huge oranges off their orange tree, strung it with lights, which reflected in the picture window making it look like a huge Christmas tree standing inside the house. There was a lighted star on the garage and tall candles on the porch.

The McGowens and Ken Carlsoms had white dazzling Christmas trees in their picture windows. At the far end of the block, the Stevens had tall white lighted candles leading up their front steps.

All viewers have agreed

Next time—relax!  
at the  
PLAZA SHOP  
Dresses - Negligee  
Sportsweare  
39 EAST MONTECITO  
"Ask Trudie" — EL 6-1495

**Hammerschmitts Host Civic Club Christmas Party**

Mr. and Mrs. Julius (Yvonne) Hammerschmitt hosted the Sierra Madre Civic Club's annual Christmas party and buffet supper at their home, 275 E. Orange Grove Ave., Saturday evening, Dec. 22. The party was attended by approximately 30 members and their husbands.

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# Editorially Speaking...

BIBLE THOUGHT FOR THE WEEK

Then the king said to me, For what do you make request? So I prayed to the God of Heaven.—Nehemiah 2:4.—Pray to God at the beginning of all thy works that thou mayest bring them to a good ending.—Xenophanes.

## Thanks To You!

Living in small towns has been the story of my life. Fifty years of living it, with only five out in a serious attempt to break into the big city life, at the end of which I discovered that, "Big Cities" are only small towns with many, many more people in them with the same ideas as you and I.

Never have I experienced a city like Sierra Madre. Never have I had the opportunity to know and become associated with the type of people that live in Sierra Madre. Indeed to me it is fabulous.

As a publisher of a weekly newspaper, most of us try to put out the very best editions that we have been trained to do. We do work hard to satisfy the thousands of readers who have paid their hard earned money to become subscribers, but few of us know whether we have made the grade or not . . . but that is not the way it is in Sierra Madre.

In my twenty-nine years as a publisher of newspapers, I have not strayed very far from the format that has been presented to the people of this area, still during those years I have worked in complete darkness. I thought I was publishing a good newspaper. I knew I was publishing the best newspaper that I had the ability of doing, but seldom did I receive encouragement, reprimand or help, and this is indeed typical of all small towns of the nation . . . but that is not the way it is in Sierra Madre.

In the past six months in Sierra Madre, I have had hundreds of people, just drop in to the office to tell me how much they appreciate the newspaper. I have had letter after letter praising the publication . . . then true, on the other hand I have had many that were critical, that did not see eye to eye with policies . . . some were damn unhappy about the situation . . . but I love it. I know that the paper is being thoroughly read by the seven thousand one hundred and sixty-nine subscribers, I know that if we were possible to satisfy even half of these readers all the time then my job as a publisher would be over . . . Thank you dear people for your consideration of taking your time to give recognition to a publisher and a newspaper that is "dedicated to the best interests of those they serve."

## Public Interest At Stake

The controversy over the latest proposal by a Southern California electric utility to import from the Gulf area large quantities of natural gas as fuel for its boilers involves far more than any effect the proposal might have on the business of gas distributors in the area.

Its overriding importance lies in the damage it would do to a concept of regulation in the public interest which has long been the policy of the California Public Utilities Commission. California is both a producer and an importer of gas and oil. It is the PUC's policy, and responsibility, to see that the wisest use is made of those fuels—wise both in the recognition of future needs, and in the future cost to both domestic and industrial users.

The plan of Southern California Edison Co., and Tennessee Gas Transmission Co., is to build a pipeline from Texas to California for the sole purpose of importing natural gas as boiler fuel for Edison. In an earlier similar proposal the Federal Power Commission staff voiced strong opposition. It declared that ample gas supplies are available through the regulated gas utilities, and that importation of natural gas solely for boiler fuel without any concomitant benefit for all other gas users was an "inferior use" of vital resource.

This position parallels that of Southern California Gas Co. and Southern Counties Gas Co., the two regulated utilities that supply gas to the southern part of the state. These companies point out that millions of household users do not have the ability—during peak winter demand periods—to fall back on alternate fuels as do larger industrial users. That is why, under the PUC mandate to preserve a two-fuel economy in the Southland, any additional importation of natural gas must be equitably allocated between all classes of customers. Such would not be the case in the proposed undertaking.

A matter of important public interest is at stake here, and the public will watch developments with interest.

## What's Your Opinion

Congressman, Rep. Garner Shriver of Wichita, said in a speech in Abilene that \$14,000 of the taxpayers money was spent "wastefully" by a federal bureau in sending long telegrams to all members of Congress urging them to support President Kennedy's medicare bill. He pointed out that this federal bureau is located only two blocks away in Washington and the messages could have been delivered at little or no cost. However, the various federal bureaus are not supposed to be engaged in lobbying activities in the first place.

The government has eased up on its loans—some businesses were operating on a shoe string. Now they can borrow a pair of shoes and walk into bankruptcy in style.

## Sierra Madre News

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R. Robert Evans Editors and Publishers  
Peggy L. Evans  
Jack Kennedy Advertising and Merchandising Manager  
Eloise Parker Classified Advertising Manager  
Martha Sharp Society Editor  
Frederic Schweppes Plant Superintendent

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent the views of the News. Letters addressed to the editor of the News are welcome; however, they must be signed with full name and address of the writer. The writer's name will be withheld if requested. Individuals may be free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.

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## Freedom At Any Price

by Henry V. Witty

I Thessalonians 5:6, 21. "Therefore, let us not sleep as others do; but let us watch and be sober." "... But prove all things; hold fast that which is good."

When Congress convenes in January, there will be a renewed all-out push for abolition of the House Committee on Un-American Activities and the Senate Subcommittee of the Judiciary Investigating Committee.

Acting on direct orders from Moscow, the United States Communists have intensified their efforts to destroy these Congressional "watchdogs." More ads are scheduled to appear in newspapers, petitions will go to Congress, and swarms of abolition lobbyists are to invade the Capitol. Much aid will be given to these destructionists by the front groups and their cohorts (peace groups). Spearheading this abolition drive will be the Communists' best friend, the American Civil Liberties Union.

The "big lie" coupled with smear propaganda will be employed to their fullest measure.

These Congressional Investigating Committees will be pictured as destructive monsters that feed on the blood of "true Americans."

America will be attacked not with nuclear warheads but with lies which, if believed, will be far more devastating than Castro's borrowed bombers and missiles could ever have been. Unless an America, aware of Communist tactics, can recognize this bold attempt to paralyze our most potent defense against subversion from within, we will assist in our own destruction.

We will be told that the House Committee on Un-American Activities denies counsel to subpoenaed witnesses, violates Constitutional rights, aid ruins the reputations of innocent Americans.

A few well known but misguided Americans will allow their names to be used in support of this abolition campaign. Some television, radio and motion picture celebrities, who sell the line that Communism can be killed with kindness, money, and appeasement, will speak out in favor of this abolition program. I've witnessed the one Jack scored at the polls over the Republicans on the strength of a carefully timed, if dangerously delayed, move to defend this country."

"Well, why do you suppose you don't feel Christmasy?" I persisted.

"I've been wondering myself," he sighed. "Maybe it's because I didn't get drunk at an office party and tweak that shapely receptionist. Or crash into another car on the freeway killing one and maiming three. Or buy my grandson one of those toy rockets guaranteed to destroy a toy city—or that electronic robot that stalks through the toy city rolling its blood-red eye and crushing the survivors of the rocket blast."

I nodded understanding. "And of course you didn't wake up with a hangover and drink so much more trying to straighten yourself out that you had no appetite for your wife's lovingly prepared turkey dinner. Nor did you examine your checkbooks and decide you'd have to cheat on your income tax to pay for the joyous holiday. Obviously, you couldn't feel a bit Christmasy."

"No," said the Hermit. "But I DID experience an odd feeling of serenity and freedom from worry. I pictured old Joe Kennedy Sr. down there in Florida—restored to some measure of health—with his whole troupe of traveling political opportunists gathered around him. I knew that each was anchored there—at least temporarily. Each would be so immersed in the family Christmas spirit that none could possibly be planning another huge gift to the nation like the 10 billion dollar tax-cut and increase of the national debt we're going to get in the election year of '64. The feeling might not have been classically Christmasy, but I want to tell you it was one of vast relief."

Most of the subpoenaed witnesses who feel that their constitutionally guaranteed freedoms have been infringed upon are the kind of "Americans" who also believe that one of those "freedoms" is the right to forcibly overthrow the government of the United States.

As for the weak argument advanced in behalf of iso-

lated cases in which the subpoenaed witness was found to be something just short of a Communist, this columnist can only point out that when Americans, under the guise of liberalism, come so close to the precipice of treason, then they certainly cannot be used as a valid reason for abolishing the Committees that protect America from traitors. We cannot sacrifice the internal security of our country just because a few questionable Americans demand the luxury of being able to play with Communists without running a chance of tarnishing their reputations.

Fulton Lewis, Jr., summed up the obvious effectiveness of our Congressional Investigating Committees when he said: "It's just as important to have the correct enemies as it is to have the correct friends."

"The price of freedom is eternal vigilance." The American people, as well as Congress, will very soon receive the full impact of this "Kremlin" instigated drive to liquidate the vigilance committees of our legislature.

Letters to congressmen will let them know how we feel about this threat.



"Somehow," said the Hermit, "I don't feel quite as Christmasy this year as usual." "That's odd," I frowned. "I thought Jack's great victory over Khrushchev in Cuba would have put you in an exhilarated holiday mood." "Let's not talk about that 'great victory' until somebody with the best interests of this nation at heart has done a bit of cave exploring down there," he requested. "So far, the only 'great victory' I've witnessed is the one Jack scored at the polls over the Republicans. A group of clergymen will declare their position in opposition to these Congressional investigating committees.

From whatever walk of life these abolitionists come, most of them have one thing in common—they have either felt the bite of one of these Congressional committees or they have a past record of close association with Communist front organizations that have tangled with one of these committees.

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## Letters to the Editor

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

Dear Editor:

Metropolitan Transit Authority commendably suggests a holiday from driving in the holiday rush by riding "Santa's Twinkle Liner." The only thing wrong with this picture is the fact that the "Liner" illustrated would be better named "Stinkle-Liner."

The only reasonable facsimile of "Twinkle-Liners" are the Authority's modern electric vehicles with twirling trolleys. The bus-peddling authority proposes to

liquidate all of these on or before April Fools' day, 1963.

Very Respectfully,

K. FRITZ SCHUMACHER,  
Bus Victim

Dear Editor:

Enclosed is my check for \$4.50 for the year 1963 subscription to the "Sierra Madre News." I still love that dear place, Sierra Madre, and wish I could make my home there. I still have dear friends there, especially in Bethany Church. I may not be able to ever return, for at the age of 69—and with quite painful arthritis—it seems to be running out on me. However, my love abides for that beloved city and for its dear, wonderful people. And at great sacrifice I continue my sub-

scription to your fine newspaper. I marvel at so many changes in and around Sierra Madre since I left in December, 1953.

I live in the beautiful Shenandoah Valley of Virginia, not far from the well-known Lurey Caverns at Lurey. We are having some unusually cold weather, and Virginians aren't used to it. Florida, too, has had cold weather. A letter today from a friend in Orlando, Fla., says their citrus fruit was killed. Well, think of how I would love to be in Sierra Madre . . . as you enjoy the nice weather there this winter.

The Lord bless you and keep you and your loved ones.

In His Service

(Miss) Beatrice Mareble.

The Regional Planning Commission predicts Los Angeles County will have 7,750,000 residents in 1970, 10,000,000 in 1980.

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Thursday, Jan. 3, 1963 SIERRA MADRE NEWS—9

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  - SCHOOL SUPPLIES
- 56 W. Sierra Madre Blvd. EL 5-3385

## BETHANY CHURCH OF SIERRA MADRE

Baldwin at Montecito  
REV. ROBERT N. SCHAPER, Ph.D.

9:30 a.m. Sunday School  
11:00 a.m. Morning Worship  
6:30 p.m. Christian Endeavor Societies  
7:00 p.m. Evangelistic Service  
Wednesday Prayer Meeting 7:30 p.m.

## CHURCH OF ASCENSION (EPISCOPAL)

North Baldwin at Laurel  
REV. HARLEY GIBBS SMITH, JR. Rector  
REV. JAMES H. MILLER, Assistant Priest  
REV. STEPHEN GREEN, Assisting

7:30 a.m. Low Mass  
8:40 a.m. Morning Prayer  
9:00 a.m. Children's Mass, Church School Classes, Episcopal Young Churchmen, Adult Information Class  
10:30 a.m. Sung Mass and Sermon, Coffee Hour

## CHURCH OF THE NAZARENE

191 W. Sierra Madre Blvd.  
REV. J. P. STOCKETT, Pastor  
Sunday Morning Bible School 9:45  
Morning Worship 11:00 a.m.  
Young People's Service 7:00 p.m.  
Mid-Week Prayer Meeting 7:30 p.m. (Wednesday)

## CONGREGATIONAL CHURCH

"Church of the Singing Tower"  
Sierra Madre Blvd. at Hermosa  
REV. GEORGE LINDSAY, Minister  
DUPLICATE SERVICES

Sunday 9:30 and 11:00 a.m.  
Church School 9:30 a.m.  
Pilgrim Fellowship 7:00 p.m.

## FAITH LUTHERAN CHURCH

MISSOURI SYNOD  
835 Hastings Ranch Dr.  
A. HESSE, Pastor  
8:00 and 10:30—Worship Hour  
9:15—Sunday School and Bible Classes

## FIRST CHURCH OF CHRIST, SCIENTIST

186 W. Highland Ave.  
Sunday School for Pupils up to age 20

9:30 a.m.  
Sunday Service and Child Care 11:00 a.m.  
Wednesday Evening Testimonial Meeting 8:00 p.m.  
The Reading Room at 22 N. Baldwin Ave.  
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DR. CHARLES W. STECKEL, Rabbi  
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Friday Evening Services 8:30  
Saturday Morning Services 9:00  
Tuesday Evening Adult Class 8:15  
Sunday School 10:00 a.m. (Sundays)  
Hebrew School Monday thru Thursday 4:00 to 6:00 p.m.—Age 8-14  
Sundays for Adults 10:00-12:00

## SHEPHERD OF THE HILLS LUTHERAN CHURCH

"The Community's Youngest Congregation"  
33 E. Sierra Madre Blvd.  
REV. RAY E. HANSEN, Pastor

Sunday School, Bible Study

I.B.M.

**Key Punch -- N.C.R.  
Office Machines**

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Day and evening classes — Limited Enrollment  
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1165 E. COLORADO BLVD. — PASADENA**PLUMBING SERVICES****Sierra Madre Plumbing Co.**

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- WATER HEATERS
- DISPOSALS
- FURNACES and WALL HEATERS
- SPRINKLERS
- REPAIRS and REMODELING

**Sales Tax Collections Up 7 Per Cent**

Local sales and use tax collections during July, August and September produced revenue of \$63,380,488 for local jurisdictions, according to Richard Nevin, Southern District Member of the State Board of Equalization. This amount was nearly 7 per cent above last year's level. The increase of 7.7 per cent in the southern-most counties was almost 2 percentage points higher than that in the rest of the State.

The one per cent levy on third-quarter business yielded \$49,250,255 for California's cities, \$9,832,257 for her counties, and \$4,297,976 for the City and County of San Francisco. Los Angeles County and its cities received slightly more than two-fifths of the total.

Total sales tax revenue distributed to Los Angeles County amounted to \$1,676,198 during the quarter. The amounts received by Sierra Madre, \$10,907.

Los Angeles County Employees are guided by a code of ethics authored by the Los Angeles County Employees Association.

**Sierra Madreans Pass Bar Examinations**

Two Sierra Madre residents are among 503 persons in Southern California who have passed their 1962 fall bar examinations and will be sworn in at ceremonies to be conducted before the Supreme Court in Los Angeles on Jan. 10, 1963.

They are Orville O. Orr Jr., son of Mr. and Mrs. Orville O. Orr Sr., of 472 Crestvale Dr.

He graduated from Pasadena High School, took his undergraduate work at Stanford University and graduated from Harvard Law School.

After being sworn in as a member of the California Bar he will go into the Air Force as a First Lieutenant in the Adjutant's office.

Eugene A. Demchuk attended Pasadena City College and graduated from USC Law School and plans to go into the District Attorney's office in San Bernardino.

Mr. Demchuk, his wife Marthann and their children, Michael age 4 and Mariann, age 1 year live at 94 N. Baldwin Ave.

Use the Classified Ads and turn Your Used Merchandise Into Cash

**Water Assured 55 Percent****A Memorable Year For State Water Program**

The world's greatest water program surged forward during 1962, William E. Warne, Director of California State Department of Water Resources, reported today.

He told Governor Edmund G. Brown, in an end-of-the-year summary:

"The State Water Project is on schedule in planning, design and construction.

"It is really surging forward.

"This program is unsurpassed, as it has to be to serve the people of the largest state in the leading nation.

"The year 1962 brought the first delivery of Project water, the flow through the South Bay Aqueduct into Alameda County.

"The year brought to Californians and visitors alike the opening of the greatest dam construction show of all time, the building of Oroville Dam on the Feather River.

"The year saw the department award the largest construction contract of its kind in United States history, the \$121 million contract for the building of Oroville Dam.

"This year you joined

President Kennedy in launching construction of the San Luis Project, the first big federal-state water development cooperative and an important link in the delivery of water to southern California in 1971.

"This year water distribution contract negotiations went forward to the point where State Water Project connections now are assured for water agencies serving 55 percent of California's population.

"This year the department started construction of Antelope Dam and Reservoir, one of a series of unprecedented recreational developments that will be an integral part of the multi-purpose State Water Project.

"This year the department started study to see whether atomic energy may be harnessed economically to power the big lift pumps of the State Water Project."

**OUT OF THE COBWEBS**

Friday, Jan. 1, 1963

Arthur T. Evans left Tuesday night for Chicago where he will attend the annual "road show" held by the manufacturers of road making and contracting equipment.

At Chicago he will join Newman Essick of Los Angeles and they will go to Lansing, Mich., to visit the Novo Engine works. Mr. Evans will also visit relatives in Indianapolis before returning.

Last year's building record was exceeded during 1962 by \$13,936, according to the records in the office of the building inspector, A. M. Udell. The permits for the just passed year totaled \$426,519. The total for 1962 was \$402,583. This is the best year's record since the opening of the inspector's office about four years ago. The record month during year just past was January. During that month building construction was started which is estimated to cost \$90,610. The lowest month of the year was April, when only \$14,813 in permits was issued.

The two biggest pieces of construction during the year was St. Rita's Church, \$45,000 and the pressure tanks of the Southern Counties Gas Company, \$30,000.

The home of Mr. and Mrs. George B. Morgridge was the scene of a merry gathering Sunday afternoon when a group of friends met for one of their periodical dinners and included their children on account of the Christmas season. The dinner assembled by the various participants, was served in the dining room of the Masonic Temple, with 35 seated at the table. The seven married couples in the party had 17 children to share in the good time. After enjoying the dinner the party went to the Morgridge home for the afternoon.

Jan. 4, 1949

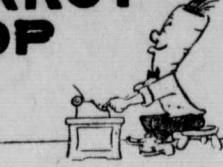
Joe Hinojos, immediate past president of the Monrovia Lions Club was a principal in a broadcast Sunday afternoon on Station KAGH.

Nancy Louise Reynolds is the daughter born Sunday morning, Jan. 2, to Mr. and Mrs. Pat Reynolds, 27 Windsor Lane. Nancy arrived at the Altadena Community Hospital, weighing five pounds, three ounces. Her maternal grandparents are Mr. and Mrs. H. A. Thew of Sierra Madre.

Jan. 7, 1954

Thirty guests attended the annual holiday party given by Mr. and Mrs. Emilie E. Smith, 333 N. Sunnyside. The gay occasion started with the wives arriving in the afternoon for a "girls only" party. The husbands joined the group for dinner and the evening's festivities. Highlight of the party was the opening of the gifts.

Each guest brought a present for everyone else wrapped in a novel and unusual manner.

**CARROT TOP**

Jokers in the strings, (news writers to you), in the "Shades of Hastings" . . . My one great wish would be that I was publisher of a daily newspaper and they were coming in to see me each day instead of each week.

—CT—

Emily Marzou and Marge Rowley, both of them living on Danner St. in Hastings Ranch, are as alive as two kittens with a ball of yarn, and as busy as a couple of water spaniels with a full set of fleas.

—CT—

I am indeed proud of their writings, the good word that is constantly being transmitted to us from the people of the area make them a valuable asset to the publication. We are looking forward to a great year with them, and learning more about the Hastings Ranch area.

—CT—

Being a judge in the Hastings Ranch Christmas Tree Lighting Contest was indeed an outstanding honor for Peggy and I. It keeps both of us busy standing in awe at the accomplishments of the people of the Sierra Madre area.

—CT—

The Appreciation award presented me in October by the local Civic, Fraternal and individual leaders completely took my breath away.

—CT—

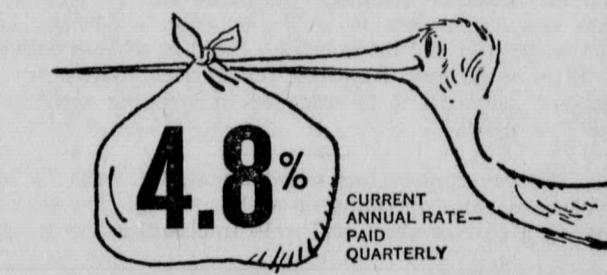
Now the past week I was given the distinct honor of receiving one of the highest awards that can be bestowed on a non-member . . . a double citation from the Veterans of Foreign Wars, State of California, and the other from the Sixth District of the Veterans of Foreign Wars of California. These citations will be cherished always, I am indeed appreciative.

—CT—

In closing this column for the first week of the new year, let me tell you, I have found that "some people's idea of celebrating the holidays is to have a Christmas they'll never forget," and having had my radiator thawed out and my oil checked since returning from South Dakota, I'm rarin' to tear into this new year of 1963 with vim, vigor and vitality, see you around I hope, I hope, I hope.

**WILSHIRE FEDERAL SAVINGS AND LOAN ASSOCIATION****CELEBRATES TWO NEW ARRIVALS****A NEW LOCATION**

Myrtle Avenue at Colorado — Monrovia

**4.8%**

CURRENT ANNUAL RATE — PAID QUARTERLY

**A NEW RATE**

Next time—relax! at the PLAZA SHOP Dresses - Negligee Sportswear 39 EAST MONTECITO "Ask Trudie" — EL 6-1455

**Be modern with MOEN**

ALL NEW DIAL-CET the modern way to bathe  
G-E-M PLUMBING CO. Sierra Madre

We're celebrating a lot at Wilshire Federal Savings ... a new year... a new regional office in Monrovia ... and a new high rate... 4.8%. Come in and join the fun. Open a happy savings account now. All accounts federally insured to \$10,000, and those opened by the 10th earn from the 1st... at our new high rate! For further information, phone either convenient location. DUNkirk 5-4471 (Los Angeles) or Elliott 8-2516 (Monrovia).

**NOW 2 LOCATIONS TO SERVE YOU**

3500 Wilshire Blvd. 111 W. Colorado Los Angeles Monrovia

BOTH PAYING 4.8% CURRENT ANNUAL RATE—PAID QUARTERLY

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formal, and among other invited guests will be a number of service men from the Santa Ana Air Base.

Jack S. Shearer, C.M. 1/c

USNS was home on a week-

end leave from San Diego,

visiting his relatives at 91 E.

Laurie Ave.

Sierra Madre experienced

the lowest temperatures of

the season during the week,

the mercury dropping down

to 38 just before daylight on

Saturday and Monday

mornings. During the bright

sunny days the temperature

has ranged in the 60-70

bracket.

The Edward R. Halperin family, 62 E. Carter Ave., were happy to greet Mrs. Halperin's mother, Mrs. W. A. McFarland, who arrived from the East on Sunday night. Mrs. McFarland will remain for a short visit before returning to her home in Los Angeles.

Jan. 2, 1948

Shirlee Peterson entered Saturday night with dancing at the home of her parents, Mr. and Mrs. S. E. Peterson, 50 E. Alegria Ave.

In the group were Beverly

Stunden, Sue Marmion, Margot Woodworth, Mary Borneman, Tom Henze, Jim Peterson and Edwin Jacobson.

In a group flying to Las Vegas for the weekend of January 11 will be Sally E. Briggs, Doris Gilmore, Laura Cadmus and May Morrissey.

Jan. 6, 1949

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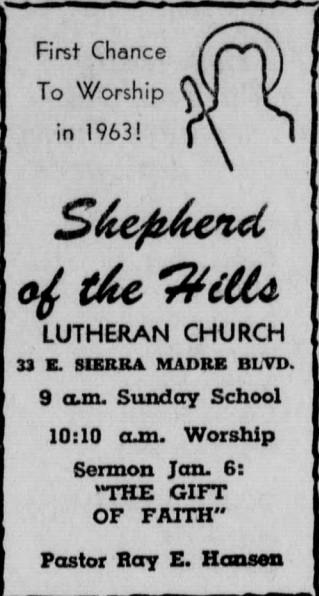
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Each guest brought a present for everyone else wrapped in a novel and unusual manner.

An effort to increase and expand the pension program for veterans of the First World War is the major objective of the Veterans of World War I, Inc., when the new Congress convenes Jan. 7.

Edward J. Neron, of San Diego, California, National Commander of the Veterans of World War I, urges all eligible veterans to contact the National Headquarters of the VVAI, at 40 G St., N.E., Washington 2, D.C., in order to be informed on just what plans are being made for the proposals which will be presented to the new Congress.

Neron asks that all men who served in 1917 and 1918 forward their names, addresses and serial numbers to the headquarters and in return they will be supplied with complete and specific information

**Bethany Church Begins New Year**

Worship services at Bethany Church of Sierra Madre will begin the new year with a Communion Service to be held on Sunday morning, January 6, at 11 o'clock. Dr. Robert N. Schaper, pastor of the church, will bring a communion devotional and the Chancel Choir will sing a hymn arrangement of "My Faith Looks Up to Thee." The Sunday evening service will include inspirational hymns, special music provided by the High School Chapel Choir and a message from Pastor Schaper.

The public is cordially invited to attend this first service of the new year at Bethany.

The Women's Missionary

**'Gift of Faith' Shepherd of Hills Sermon Topic**

Now that Christmas is over, there is time to open presents that are more enduring than the ones Santa Claus brings — the gifts of God, said the Rev. Ray E. Hansen in announcing an Epiphany season series of sermons on "Gifts."

The first one on Epiphany Sunday, Jan. 6, at Shepherd of the Hills Lutheran Church, 33 E. Sierra Madre Blvd., will be "The Gift of Faith" based on Matthew 2:1-12. Following Sundays will "open" the gifts of growth, friendship, healing and peace. "These are all gifts that come to the Christian through Christ," Pastor Hansen said.

The worship hour is at 10:10 a.m. Nursery care for children up to age 5 is provided.

Sunday school begins a new study quarter Jan. 6 at 9 a.m.

Visitors are welcome.

**Guessing With the Experts****First Half of 1963 To Be Steady, Last Half Up**

The business outlook for 1963 has more "ifs" in it than a holiday fruit cake has raisins. The only point on which there is firm agreement is that the opening months will find the economy steady, without any recessionary effects on paychecks and retail businesses nationally.

The interdependence of several kingpin industries shows up clearly in any attempt to forecast beyond a few months. Steel, for example, sells much of its output to auto and durable-goods manufacturers. Auto sales continue on a happy plateau (October was the third biggest month ever for new-car registrations), but by mid-1963 the market may be saturated. Similarly, sales of durable goods, such as appliances, have been brisk, while they could push up further, spurring demand for steel, they also could drop back in typically erratic fashion.

The construction outlook is termed "good" — but few experts in that field are making bets. In the heavy construction area — new plants and equipment for industry — spending is now on a satisfactory plateau; observers are waiting to see whether companies expand activity sharply to take advantage of the new tax credits and depreciation allowances.

Looking to the second half of 1963, the consensus of prognosticators leans more toward an economic advance than a slackening in the pace of business.

**Things To Come**

The evening study group will resume its discussion of the Old Testament on Monday, January 7, at 7:45 p.m. in the Parish Hall, under the leadership of the Rev. James H. Miller. The class is based upon "He Came Into His Own," written by Jonathan Graham, Community of the Resurrection.

The Wednesday study group will meet under the leadership of the rector, the Rev. Harley G. Smith Jr., on Wednesday, January 9, at 10 a.m. in the Parish Hall. Study of the Acts of the Apostles will continue.

Members are asked to read chapters 10-12, inclusive, of The Acts of the Apostles.

There will be a meeting of the Vestry and School Board on Wednesday, January 9, at 8 p.m. Members are urged to attend.

The annual Parish Meeting will be held Wednesday, January 15. Organization heads and trustees are urged to have their reports in the Parish office by Monday, January 7.

**Orange Upset**  
Higher prices on frozen orange juice and other citrus products produced in Florida are almost certain following the recent severe freeze in that major citrus-producing area. The industry is always in need of toys. So when cleaning out your closets please keep them in mind. Repairable toys are painted and repaired at the Toy Loan Center in Los Angeles.

Toys may be left at the Toy Loan building during hours they are open or picked up by calling Mrs. Dean Stoddart, EL 5-9970, Civic Club chairman for Toy Loan.

Read the Classified Advertisements  
They are Little Bargains with a Saving

**'What Religious Science Teaches'**

"What Religious Science Teaches" is the sermon-topic of Dr. Ethel Barnhart at both the Family Worship Service at 9 a.m. and the regular 11 a.m. Worship Service Sunday morning, Jan. 6, at the Santa Anita Church of Religious Science, 226 W. Colorado Blvd., Arcadia. This is the first of a series of Sunday morning lesson-sermons during January devoted to Religious Science and its place in the world today.

In the January 6th service Dr. Barnhart will explain the principles underlying the teaching of Religious Science as a scientific approach to life based upon the teachings of Jesus Christ.

The following Sundays during the month will be devoted to how Religious Science may meet man's basic needs for peace, happiness and self-expression. Child care is available during the services.

Other Sunday services are the Junior Church for children from kindergarten through ninth grade, meeting at 9 a.m. and a Youth Activity for high school and college students, meeting at 7:30 p.m.

The regular Wednesday morning meditation hour conducted by Rev. Rosalie Fowler, meets at 10:30 a.m.

The annual Convention of Affiliated Churches of Religious Science will meet at the Founder's Church, 3251 W. 6th St., Los Angeles, from Jan. 7 through Jan. 9. Lectures by well-known leaders in the field of Religious Science are open to the public at 8 p.m. every evening.

Call HI 7-6162 day or night for spiritual help remember the Rev. Dr. Barnhart.

Los Angeles County Hospital is the largest medical facility in the nation, according to the Los Angeles County Employees Association.

**Congregational Study Club Meets**

Tuesday, Jan. 8, the Congregational Study Club will meet in the Olive O'Byrne room at the church at 10:30 a.m.

Mrs. Irl Beatty will show slides he took in Hong Kong and Red China. All members and friends are urged to be present. Mrs. Marjory Green is president.

Next time—relax! at the PLAZA SHOP Dresses • Negligee Sportswear 39 EAST MONTECITO "Ask Trudie" — EL 6-1495

**Congregational Church Groups Meet January 8**

The regular monthly luncheon of the Women's Fellowship of the Sierra Madre Congregational Church will be held at noon on Tuesday, January 8. Mrs. Duane Wain will tell of her work with the women of Angola, Africa.

The Study Circle will meet at 10:30 the same morning and will adjourn in time to attend the luncheon.

Guests are cordially invited. Mrs. Lela George is the hospitality chairman, Elgin 5-0276.

**Think of Tomorrow**

When a family is overwhelmed by grief, it is hard to face practical realities. Ease the burden for your family by making complete arrangements before the need arises. Call us for counseling.

**Ripple MORTUARY**  
STERLING RIPPLE, Director  
Elgin 5-3414  
201 W. Sierra Madre Blvd.

**BILLION-DOLLAR ASSETS STAND BEHIND YOUR SAVINGS AT HOME****HOME**

Only at Home are your savings protected by the strength inherent in \$1 billion assets...total resources 100 times greater than those of the average savings association...the largest assets of any other savings association (State or Federally-Chartered) in the nation.

**PERFECT 73-YEAR SAFETY RECORD**

Since 1889, no one ever lost a penny of savings entrusted to Home.

**LOWEST OPERATING COSTS**

Home's operating costs are kept the lowest average in the industry—13.6% of gross income, compared to 21.2% the average association spends on operations.

**INSURED PROTECTION**

Accounts are insured to the full limit of the Federal Savings and Loan Insurance Corporation. Home accepts accounts up to \$1 million.

**SAFETY PLUS HIGH RETURN**

Your savings account at Home is a profitable investment earning the highest prevailing rate, with earnings paid four times a year. Funds in by the 10th earn from the 1st. After the 10th, funds earn from the day received, when they remain in your account through the end of the calendar quarter.

**4.8%**  
Per Year  
Earnings paid  
4 times a year

*Invest Your Savings at Home...America's Largest...America's First and Only Billion-Dollar Savings Association*

**ARCADIA**  
60 East Huntington Dr.  
at First Ave.  
HI 6-8821 MU 1-4844  
Hours  
9 to 4, Friday 9 to 6

**PASADENA**  
860 E. Colorado Blvd.  
at Lake  
SY 5-5174 MU 1-5174  
Hours  
9 to 4, Friday 9 to 6

**HOME SAVINGS AND LOAN ASSOCIATION**  
PEACE OF MIND SINCE 1889

Main Office:  
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**PEACE**

We look to the New

Year with the heartfelt hope that

the spirit of enduring peace may soon spread

to all men and all nations, heralding an even brighter future.

*Wishing you personal peace, health and prosperity.*

**VETERANS OF FOREIGN WARS**

**Harry L. Embree Post 3208**

**Wally Boyko, Commander**

**Sierra Madre, Calif.**

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The Women's Missionary

**+ FAITH LUTHERAN CHURCH +**  
The Lutheran Church—Missouri Synod  
845 HASTINGS RANCH DR. ARMIN W. HESSE, PASTOR  
9:15 & 10:30 — SUNDAY SCHOOL & BIBLE DEPARTMENTS  
Observance of the Epiphany Festival  
Sermon: "Putting Our Fifth Forward"  
A CHRISTIAN WELCOME TO YOU!

**First Church of Christ, Scientist**  
186 W. HIGHLAND AVE., SIERRA MADRE

Sunday Service (small children cared for) 11:00 A.M.  
Sunday School for pupils up to age 20 ... 9:30 A.M.  
Wednesday Testimonial Meetings ..... 8:00 P.M.

"God"  
READING ROOM, 22 N. BALDWIN AVE.  
Daily Except Sundays and Holidays ..... 12:5 P.M.  
Saturday ..... 10:5 P.M.

**FRIDAY EVENING SERVICES AT TEMPLE BETH DAVID**  
967 E. LONGDEN AVENUE, TEMPLE CITY  
are conducted by Rabbi Camillus Angel, D.D.  
Other fine services available: High Holy Day, Adult Education,  
Sunday School and Youth Programs

**BETHANY CHURCH**  
(INTERDENOMINATIONAL)  
Baldwin at Montecito Robert N. Schaper, Pastor  
9:30 a.m. Sunday School  
11:00 a.m. Communion Service  
5:45 p.m. Teacher Training Class  
6:00 p.m. Christian Endeavor for four age groups  
7:00 p.m. Dr. Schaper, preaching

**Santa Anita Church of Religious Science**  
226 W. Colorado Blvd., Arcadia HI 6-8206  
**DR. ETHEL BARNHART, Minister**  
Sunday, Jan. 6 — 9 and 11 A.M.  
"WHAT RELIGIOUS SCIENCE TEACHES"  
Junior Church 9 A.M. Youth Activity 7:30 P.M.  
Meditation Hour, Wednesday 10:30 A.M.  
Dial-for-Prayer, day or night HI 7-6162

**THE METHODIST CHURCH**  
Michillinda and Sierra Madre Blvd  
Rev. Clinton W. Swengel, Pastor  
**'Surprised By Joy'**  
Service at 9:30 and 11 a.m.  
Sunday School 9:30 a.m.  
Child Care during Church

**EPISCOPAL Church of the Ascension**  
N. Baldwin at Laurel  
Rev. Harley Gibbs Smith, Jr., Rector  
Rev. James H. Miller, Assistant Priest  
Rev. Stephen Green, Assisting  
**SUNDAYS**  
7:30 a.m.—Low Mass  
8:40 a.m.—Morning Prayer  
9:00 a.m.—Children's Mass, Church School  
Classes, Episcopal Young Churchmen, Adult Information Class.  
10:30 a.m.—Sung Mass and Sermon,  
Coffee Hour.

**Sierra Madre Congregational Church**  
"The Church of the Singing Tower"  
Church Services 9:30 and 11:00 a.m.  
"The Hill of Happiness"  
Rev. George W. Lindsay, preaching

**Tiny Tots**

Learn to Swim  
Two New Indoor  
Heated Pools  
1 ft. to 3 ft. deep  
  
Also Whirlpool  
Water Massage  
For Adults  
DR. PAUL GERRISH  
Swim Specialist  
SY 3-8161

**VETERANS OF FOREIGN WARS**

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First Chance  
To Worship  
in 1963!

**Shepherd of the Hills**  
LUTHERAN CHURCH  
33 E. SIERRA MADRE BLVD.

9 a.m. Sunday School  
10:10 a.m. Worship  
Sermon Jan. 6:  
"THE GIFT OF FAITH"  
Pastor Ray E. Hansen

The Women's Missionary

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9:00 a.m.—Children's Mass, Church School  
Classes,

## Villa Views

By  
Toni Maurin  
Sycamore 7-9634

The party's over—it's time to call it a day. The old year is safely tucked away to the keeping of the historians, the Rose Parade floats have passed in review to herald in a bright promise of the future. The town is still being cleaned and workmen are starting to strike the stands, to be stored again for another 11 months. Now comes the time, the magazines tell us, to recondition our bodies after the over-indulgence of the holidays. I haven't quite figured out just what that means. Somehow it presents a mental image of greying, crepey flesh all bulging in spots and sagging in others. They tell us to purge our systems of all the rich food. O.K., if I must, I must, 'cause that is what I've been told to do. Gruel, fresh fruits, and plenty of air in my lungs. Look sharp, get lots of exercise and eight hours sleep. It'll make a new person out of you or kill you in the attempt.

\* \* \*

Parties continue to make news as the season draws to a close. Sharing of hospitality and of the gay decor is all part of the spirit of Yuletide.

Mr. and Mrs. Sam Matloff had a series of gatherings that started on Christmas Eve and ended last Sunday evening.

Catching two during mid-week, the first of which we were invited to attend along with Mr. and Mrs. Walter Zauss, Mr. and Mrs. Ben Hamill, Mr. and Mrs. Sid White, Mrs. Alice Steinberg and Mr. Joe Spilg.

The following evening they entertained Mr. and Mrs. Albert Alexander, Mr. and Mrs. Joe Martorana and Mr. and Mrs. Ernie Souza.

\* \* \*

Mr. and Mrs. William Morse of Mesalo Lane spent a quiet New Year's eve to be ready for all of the festivities of New Year's day and all its wonders to behold. They entertained at a post-parade luncheon for a group of old friends. They were Mr. and Mrs. Robert Savage and their family from Downey; Mr. and Mrs. Tom Faust and their family from Sacramento, and Mr. and Mrs. William Holmquist, who will be moving shortly to Tacoma, Washington.

\* \* \*

The dinner party given last Friday by Nancy and Gene Rode of Fairpoint had one guest missing. She was Chrys Goldsworthy. She had an emergency appendectomy on the evening before and didn't feel quite up to partying. Just lying around doing nothing as the case was. However, the other guests were Clete and Vera Dorsey, Bob and Nancy Mueller, Charlie and Phyl Hardison, Charles Goldsworthy and ourselves. And I will say, we missed Chrys and toasted her good health!

\* \* \*

The Walter Opps of Clarmaya Lane spent New Year's eve at home with their houseguests, Mr. and Mrs. Bud Ross of Pacific Palisades. They were joined New Year's day at the parade by Mr. and Mrs. Elm Meissner, after which they returned to the house for a buffet luncheon and a bit of livingroom game watching.

The New Year was ushered in with a great deal of fanfare and excitement, plus a lot of color at the home of Ethel and Don Hays of Sierra Madre Villa. With the help of Bill and Pat Olsen and Don and Pat Giangregorio, they conspired to make a party long worth remembering. The Olsons had created a clock, the likes of which you may never see. It was at least 40 inches in diameter, gold-faced, and for numerals they had used red roses. The guests watched the hands slowly creep around till the New Year showed its face. The ceiling was festooned with gold balloons that were released at the stroke of midnight as they toasted with champagne. A beautiful buffet was served at 12:30, and all of the guests went home with party favors.

The surprise of the evening was a pianist and an excellent vocalist who delighted the guests with her clever songs and parodies.

The guests invited were Messrs. and Mmes. Gordon Wright, Bob Farmer, Carl Hardison, Forrest Paxson, Alan Stearns, Tony Boland, Guy Knudson, Jim Fay, Brewster Benedict, Ed Ely, Gene Rode, Matt Slavin, Ralph Johnston, Bob Meason, Malcolm Murison, John Redman, Warren Newton, Ken Holloway, Ed Rosic, Walter Ireland, Bob Hunt, Ken Christian, Charles Elsdon, Dean Snyder, Bob Mardian, Warren Clement, Bill Spalding, John Roberts, William Dixon and Bill Holl.

## California In Top Three

### Property Tax Rolls Rise Nearly Third 56-61

Assessed values for State and local property taxation throughout the United States increased by nearly a third in just the five-year period from 1956 and 1961—a measure of the great wealth-producing capacity of our economy.

Figures compiled by the U.S. Bureau of the Census put the gross total of real and personal property assessments before legal exemptions at a record \$367 billions last year. This was \$87 billions above the comparable figure for 1956, the first year for which such a comprehensive study was made by the Census Bureau. Exemptions were \$11.6 billions last year versus \$8 billions in 1956, and consisted primarily of homestead exemptions in a handful of Southern States and veterans' exemptions in 15 others.

#### Nearly Third in 3 States

Just under a third of the U.S. assessment total is found in the states of New York, Illinois and California, ranking in that order. New York City alone with its adjacent tri-State commuting area made up practically an eighth of the national aggregate.

The major factor in the rise in tax valuations has been the steady growth of construction during the post-World War II period. The Census Bureau reports the addition of 6.4 million nonfarm residential properties and 300,000 new commercial and industrial properties to the assessment rolls in the 1956-61 period.

Bill Spalding, John Roberts, William Dixon and Bill Holl.

alone. As a result, nonfarm residential properties now represent close to three-fifths of local realty assessments. The property tax is the backbone of local revenues, figuring out to \$7 out of every \$8 of the \$19.8 billions of local tax receipts in 1961.

Assessment figures, of course, represent only a fraction of the total tangible wealth of the nation—our homes, factories, farms, commercial establishments, transportation and utility systems, and vacant land.

Valuations set for property tax purposes commonly come to only a limited proportion of the current market worth of taxable property. Furthermore, assessment regulations and formulas vary widely between States and communities, and this variation is particularly evident in practices with respect to personal property.

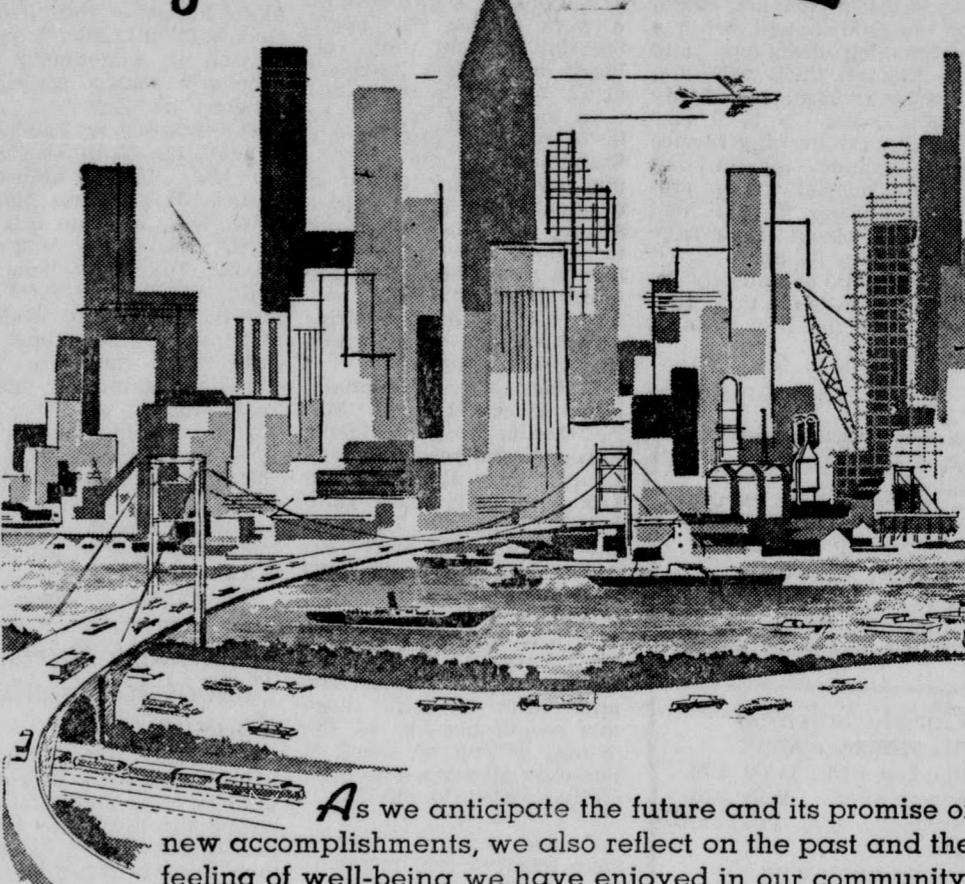
#### Great Areas of Exclusion

Beyond that, there are great areas of exclusion from property taxation in the form of governmental holdings (State and local as well as Federal), church property, nonprofit hospitals, and educational institutions.

The worth involved here can only be a guess, but it is significant to note that a special study of the real estate holdings of the U.S. Government alone came up with a cost figure of \$38 billions in the late Fifties. At that time, Federal land holdings represented more than a fifth of the entire land area of the continental United States.

And as far as the wealth of the nation is concerned, there are the vast amounts

## Progress in the New Year



Especially To You Our Customers From The Employees

#### MEAT DEPARTMENT

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Preston Moore  
Charles Summers  
Eugene Jenkins

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Jack Stolle  
Gary Rhodus

#### GROCERY DEPARTMENT

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Dick James  
Bob Foster  
Dick Cook  
Victor Holst  
Ed Hawkins  
Larry Moore  
Richard Restivo  
Bryan Smith  
Pat Cieslak  
Richard Nakano  
Bruce Herren  
Kenneth Shigetomi  
F. L. C. Roess  
David Roess

#### OFFICE

Gwen Becker

## ROESS MARKET

331 SIERRA MADRE BLVD.

9 to 9 Daily — Closed Sundays

# ROESS MARKET

331 W. SIERRA MADRE BLVD. at LIMA ST.

Prices Effective Jan. 2, 3, 4 and 5

**SUNSWEET PRUNE JUICE**  
**39¢ quart**

**SMUCKERS JELLIES**  
GRAPE — ELDERBERRY  
APPLE — MINT  
**5 10 oz. jars \$1.00**

**FRUITFUL NECTAR PEACHES**  
**4 303 tins \$1.00**

**DENNISON'S BEEF TAMALES**  
**4 15/2 oz. tins \$1.00**

**BORDEN'S MAYONNAISE**  
**49¢ quart**

**CARNATION WHITE ALBACORE TUNA**  
Fancy Solid Pack  
**3 No. 1/2 tins \$1.00**

**FANNINGS BREAD AND BUTTER PICKLES**  
**5 15 oz. jars \$1.00**

**B&B SLICED MUSHROOMS**  
**3 3 oz. tins \$1.00**

**SMOKEY JOE'S GREEN BEANS**  
**4 303 tins \$1.00**

**LARGE GRADE AA BROWN EGGS**  
**45¢ doz.**  
Fresh From Ranch

**CAMPBELLS PORK & BEANS**  
**7 16 oz. tins \$1.00**

**A Treat For Your Dog YUMMIES**  
**10¢ 6 oz. package**

**Large Fuerte AVOCADOS**

**2 FOR 25¢**

**Young Tender CARROTS**  
**2 bunches 17¢**

**Large Solid LETTUCE**  
**2 FOR 25¢**

**White Rose POTATOES**  
**5 lbs. 29¢**

**Large Sweet TANGERINES**  
**15¢ lb**

**Arizona GRAPEFRUIT**  
**5¢ ea**

**Large Navel ORANGES**  
**10¢ lb**

## ROESS MARKET QUALITY MEATS

### FRESH EASTERN GRAIN FED PORK

**PORK LOIN ROAST**  
whole or half

**53¢ lb**

**CENTERCUT CHOPS . . . . .**

**85¢ lb**

**RIB CUT CHOPS . . . . .**

**69¢ lb**

**EXTRA THICK CENTERCUT CHOPS . . . . .**

**83¢ lb**

**LEAN MEATY — FARMER STYLE SPARE RIBS . . . . .**

**53¢ lb**

**OUR OWN MAKE**

**PORK SAUSAGE . . . . .**

**55¢ lb**

**VEAL — BEEF — PORK MEAT LOAF . . . . .**

**59¢ lb**

**LEAN**

**GROUND CHUCK . . . . .**

**59¢ lb**

**FRESH FILLET SOLE . . . . .**

**85¢ lb**

**CENTERCUT**

**SWORDFISH STEAK . . . . .**

**85¢ lb**

### SWANSON TV DINNERS

**BEEF CHICKEN TURKEY**

**49¢**

### EGGO WAFFLES

**2 FOR 25¢**

### BIRDS EYE WHOLE STRAWBERRIES

**39¢**

**BIRDS EYE MIXED FRUIT**  
**3 FOR \$1.00**



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